

ARCHIE
SERIES

Archie's Girls

APPROVED
BY THE
COMICS
CODE
AUTHORITY

PDC

12¢

NO.
98
FEB.

Betty and Veronica



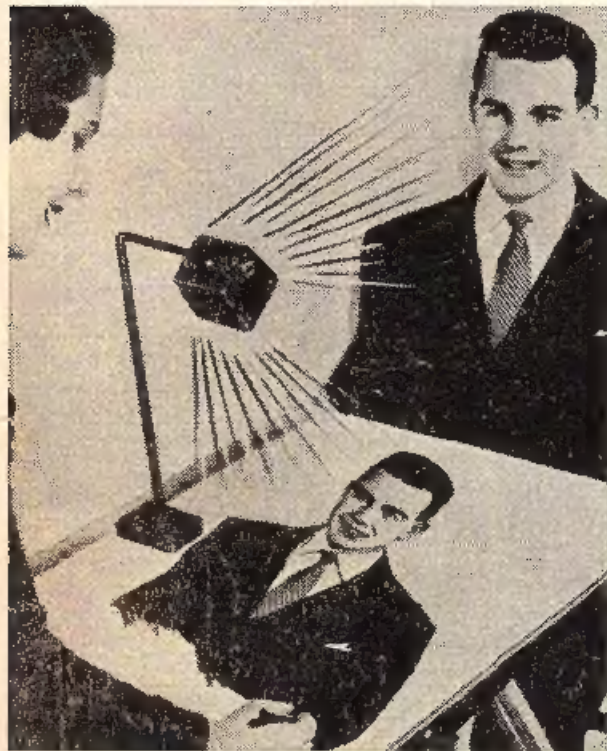
An Amazing Invention—"Magic Art Reproducer"

DRAW ANY PERSON IN ONE MINUTE!

NO TALENT! NO LESSONS!

You Can Draw Your Family, Friends, Anything From REAL LIFE—Like An Artist . . . Even If You CAN'T DRAW A Straight Line!

Anyone Can Draw With This Amazing New Invention—Instantly!



Complete for only **\$1.98** De Luxe Model—with extra high power, extra clear and sharp "reproducer" unit.

A New Hobby Gives You a Brand New Interest!

Yes, anyone from 5 to 80 can draw or sketch or paint anything now . . . the very first time you use the "Magic Art Reproducer" like a professional artist—no matter how "hopeless" you think you are! An unlimited variety and amount of drawings can be made. Art is admired and respected by everyone. Most hobbies are expensive, but drawing costs very little, just some inexpensive paper, pencils, crayons, or paint. No costly upkeep, nothing to wear out, no parts to replace. It automatically reproduces anything you want to draw on any sheet of paper. Then easily and quickly follow the lines of the "picture image" with your pencil . . . and you have an accurate original drawing that anyone would think an artist had done. No guesswork, no judging sizes and shapes! Reproduces black and white and actual colors for paintings. Also makes drawing larger or smaller as you wish. Anyone can use it on any desk, table, board, etc.—indoors or outdoors! Light and compact to be taken wherever you wish. No other lessons or practice or talent needed! You'll be proud to frame your original drawings for a more distinctive touch to your home. Give them to friends as gifts that are "different," appreciated.

Have fun! Be popular! Everyone will ask you to draw them. You'll be in demand! After a short time, you may find you can draw well without the "Magic Art Reproducer" because you have developed a "knack" and feeling artists have—which may lead to a good paying art career.

FREE! "Simple Secrets of Art Tricks of the Trade"

This valuable illustrated guide is yours FREE with order of "Magic Art Reproducer." Easy ABC art tricks that anyone can follow on different techniques, effects, proportions, perspectives, shading, color, animated cartoons, human figures to use with "Magic Art Reproducer" for added touches to your drawings.

SEND NO MONEY! Free 10-Day Trial!

Just send name and address. Pay postman on delivery \$1.98 plus postage. Or send only \$1.98 with order and we pay postage. You must be convinced that you can draw anything like an artist, or return merchandise after 10-day trial and your money will be refunded.

NORTON PRODUCTS, Dept. 119, 296 B'way, N.Y.C. 7.

ALSO EXCELLENT FOR EVERY OTHER TYPE OF DRAWING AND HOBBY!

Create Thousands of Your Own Designs for All Hobbies.



Outdoor Scenes, Landscapes, Buildings.



Wonderful for Making Your Own Clothes and Designing Fashions.



Copy Photos, other Pictures, Portraits, Fashions, etc.



Aids Interior Decorating—Before buying.



Still Life, Vases, Bowls of Fruit, Lamps, Furniture, all objects.



Draw Pets and All Animals.



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Copy All Comic and Adventure Heroes.



Copy Sport and Movie Stars, celebrities, etc.



FREE 10-DAY TRIAL COUPON!

NORTON PRODUCTS, Dept. 119
296 Broadway, New York 7, N. Y.

Rush my "Magic Art Reproducer" plus FREE illustrated guide Simple Secrets of Art Tricks of the Trade. I will pay postman on delivery only \$1.98 plus postage. I must be convinced that I can draw anything like an artist, or I can return merchandise after 10-day trial and get my money back.

Name

Address

City & Zone State

☐ Check here if you wish to save postage by sending only \$1.98 with coupon. Same Money Back Guarantee!

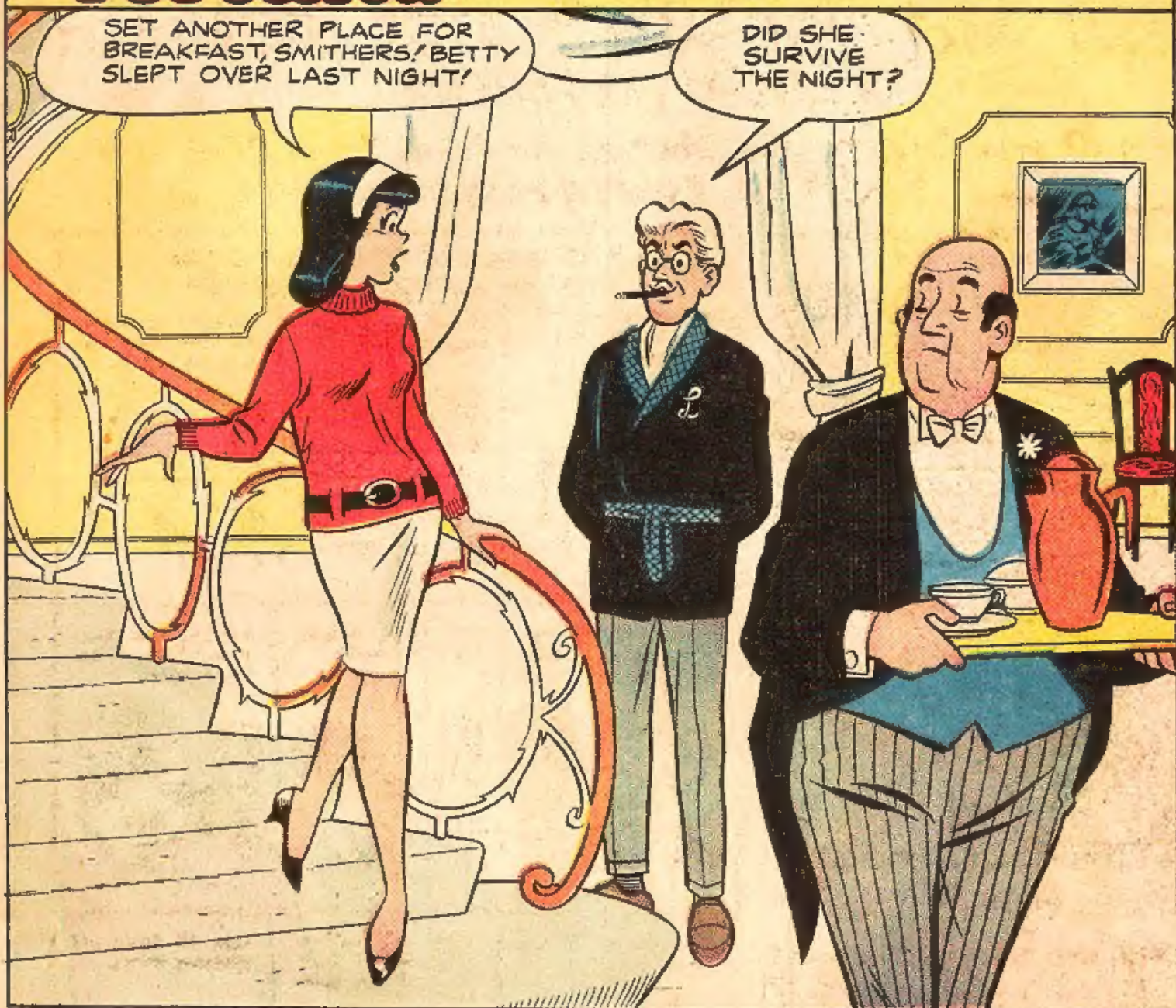
Betty and Veronica

in

"LOSER'S LUCK"

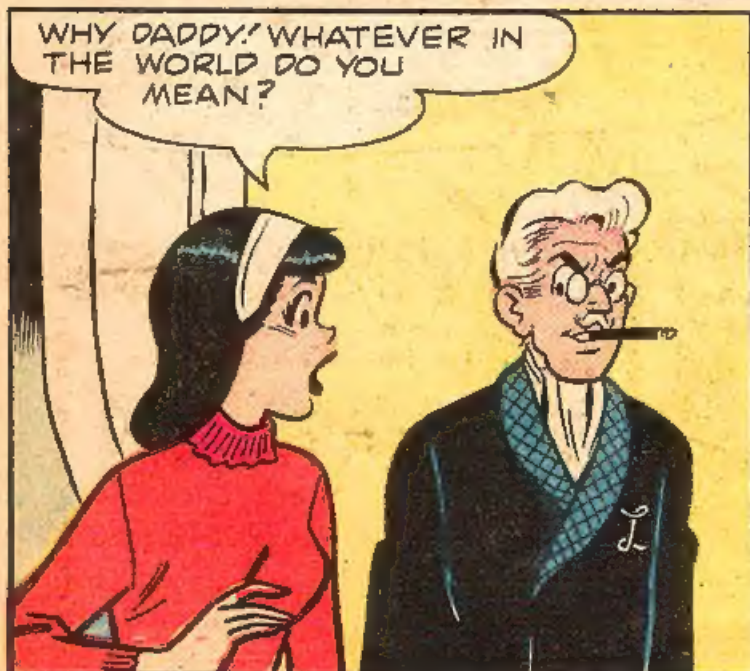
SET ANOTHER PLACE FOR BREAKFAST, SMITHERS! BETTY SLEPT OVER LAST NIGHT!

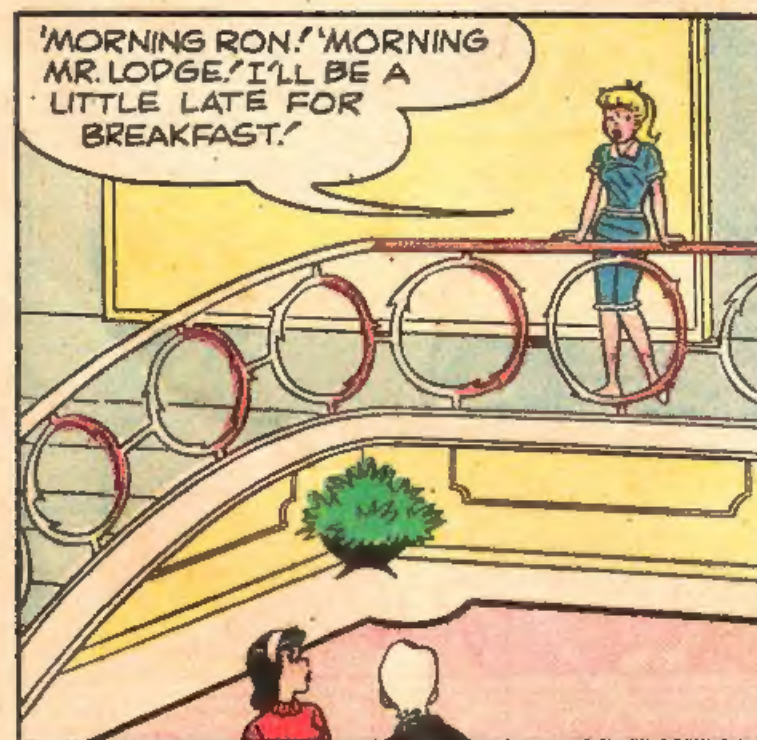
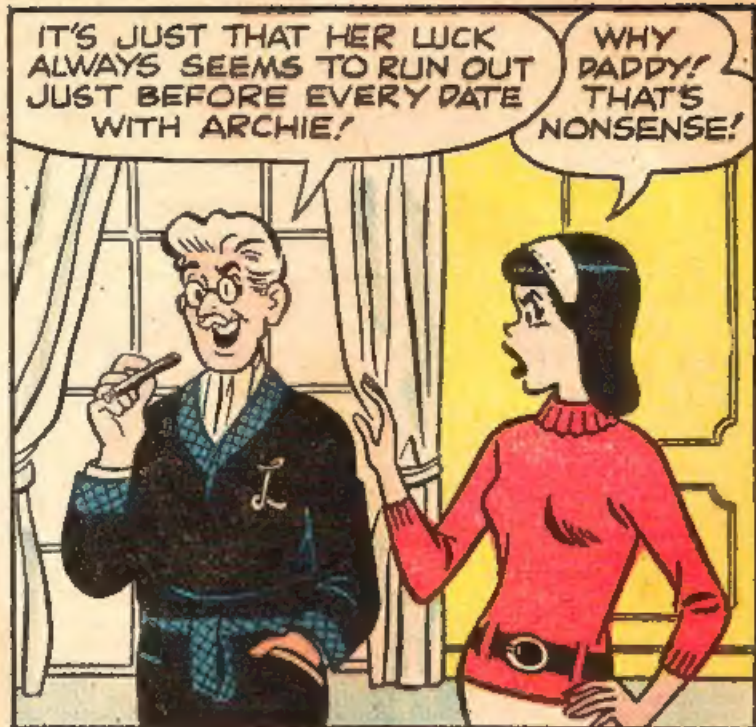
DID SHE SURVIVE THE NIGHT?



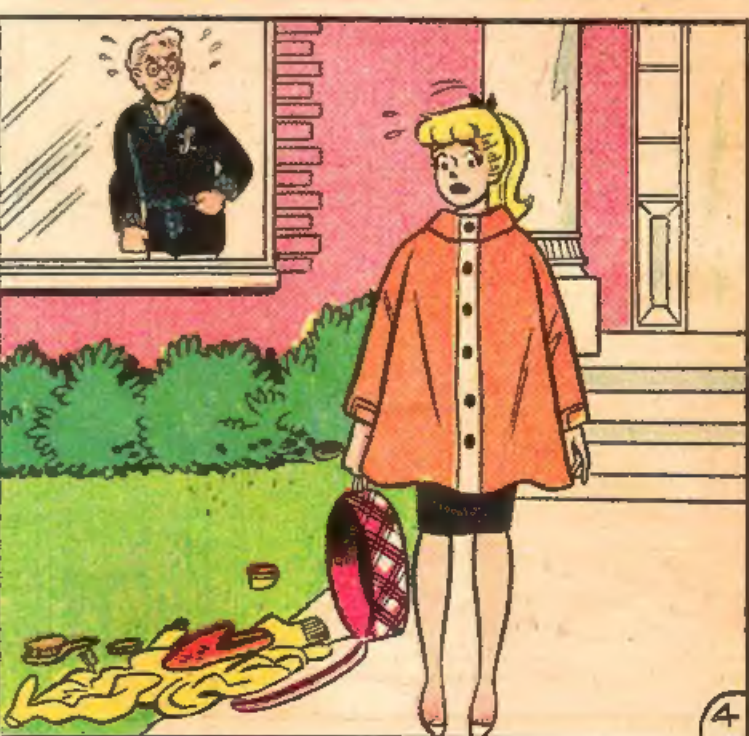
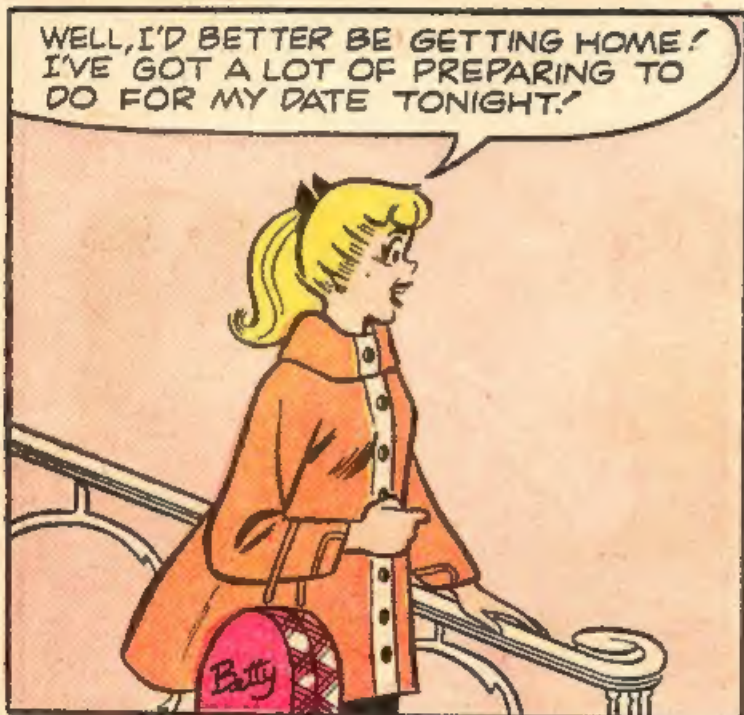
WHY DADDY! WHATEVER IN THE WORLD DO YOU MEAN?

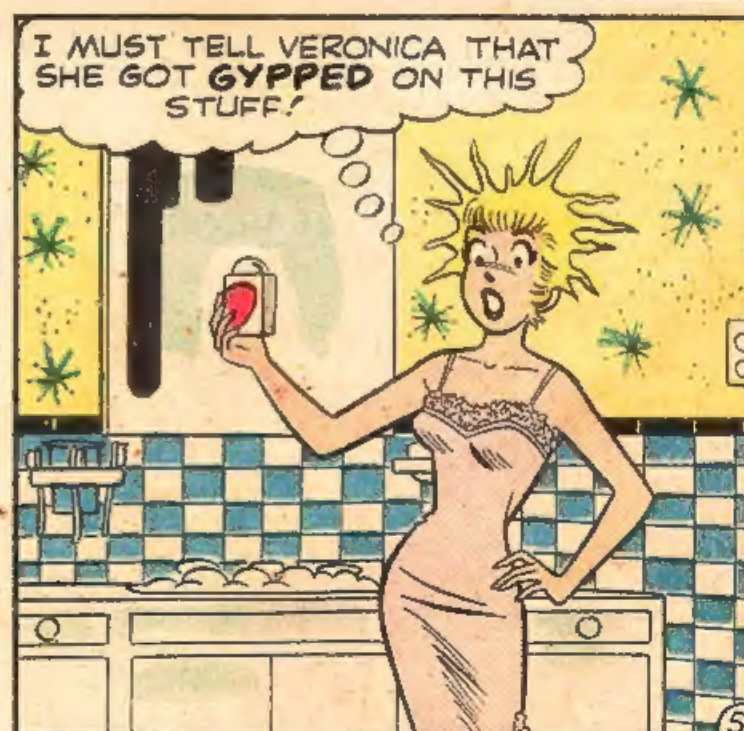
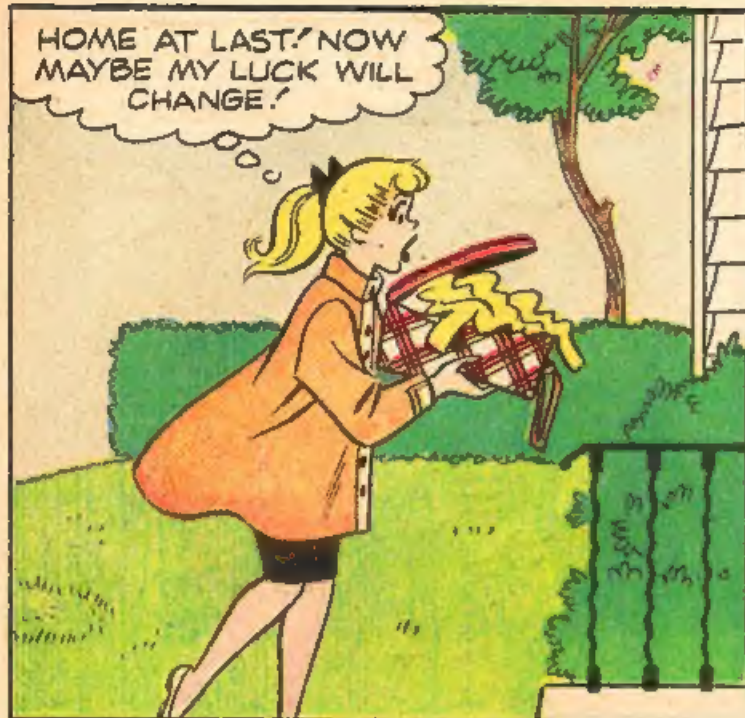
I MEAN, DOESN'T SHE HAVE A DATE WITH ARCHIE FOR TONIGHT?

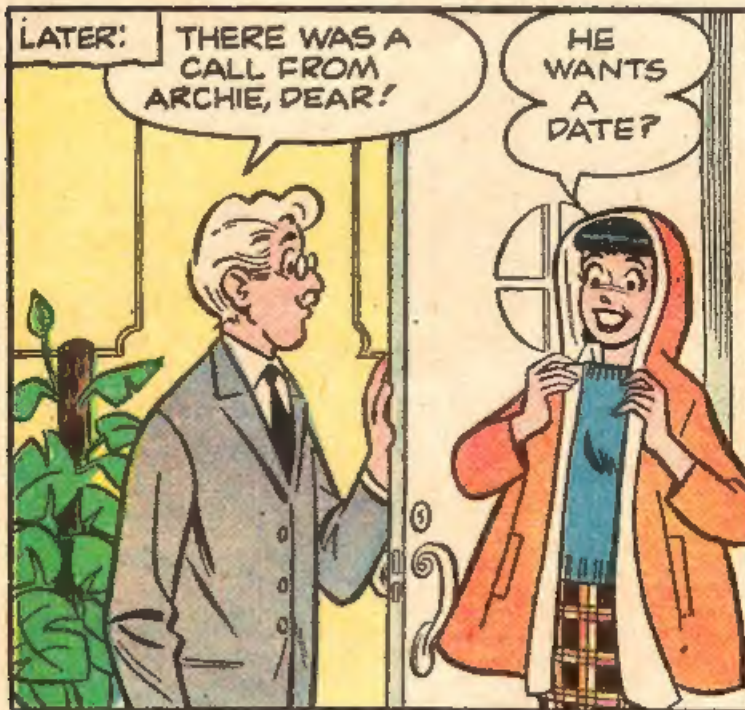
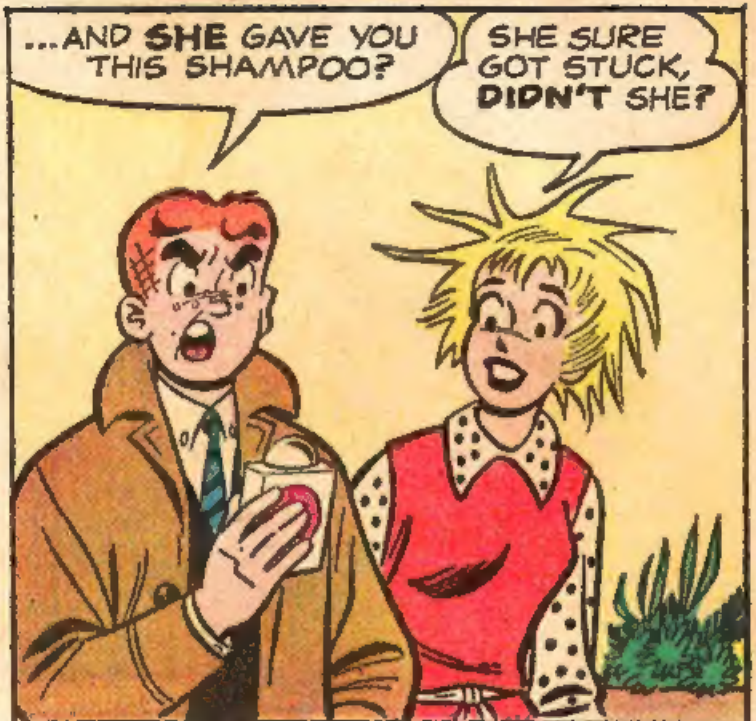
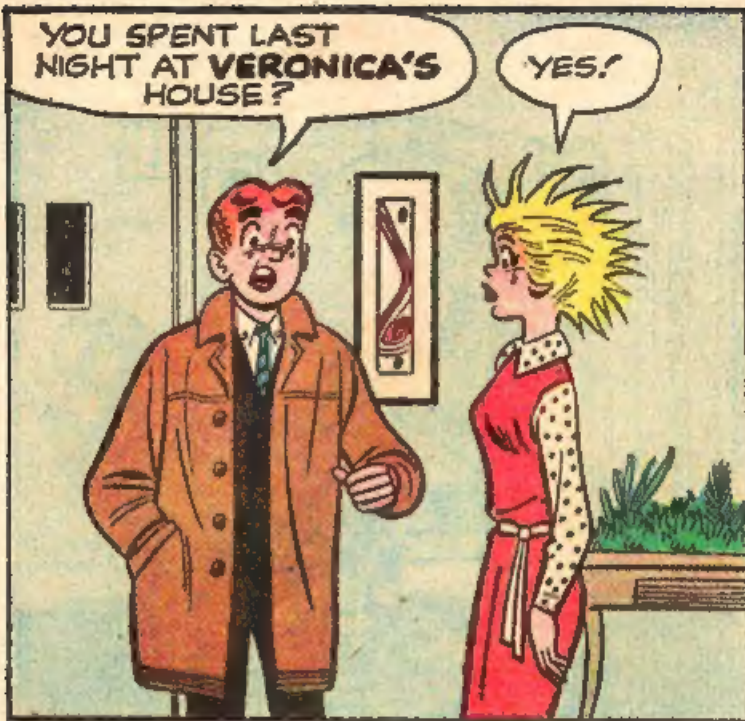












NOW YOU CAN SOLVE "TOUGH" MATH PROBLEMS LIKE THIS!



$$47892 \times 39421 = ?$$

AS EASY AS $1 + 1 = 2$

GET A BETTER JOB WITH HIGHER PAY.
SECURITY IN THIS ATOMIC AGE!

This man is multiplying numbers that should ordinarily produce the answer in about 4 minutes. The answer appears on his blackboard in less than 15 seconds flat! Yet he knows little about math! As a matter of fact he failed arithmetic in school. Read on to discover the fantastic new method that even a child can learn easily in just a few short hours—at home...

Yes, in just hours you can turn into a "math wizard" even though you know little about arithmetic! Surprise your friends with your "E-Z MATH" ability... enjoy job security and advancement... a better job... Increase your self-confidence and prestige—all through amazing new "E-Z MATH".

The world is moving fast these days. In good times and bad the ability to handle mathematical problems in our age of electronics, automation and nuclear science is becoming more and more necessary for promotion on the job and for higher pay. If you don't think you have what it takes—and if you believe that "math" is beyond your power—then you're in for the biggest surprise of your life!

For now you CAN learn to DIVIDE, MULTIPLY, ADD and SUBTRACT figures not only quickly and easily—but also in a FRACTION of the time the average person requires! You can actually solve such tough problems as multiplying a 5-figure number by a 7-figure number in your head without ever touching pencil to paper... or dividing 836791 by 284, for example, in exactly 15 seconds—even if you "flunked" math in school!

The secret of success in "math" is NOT laborious study and wearisome practice—but, on the contrary, knowledge of SPECIAL SHORT CUTS, LITTLE-KNOWN METHODS of calculation and arithmetical "tricks" that take the work and gamble out of figuring. These methods—so new and radical that they have not yet been incorporated in our school systems—take but a few hours to learn. Yet they permit you to OUT-THINK and OUT-FIGURE the average high school and college graduate who hasn't had the benefit of these amazing methods! You can even BEAT AN ELECTRIC CALCULATOR in answering many problems!

Sharpen Your Brain Power— with Short-Cut "E-Z MATH"!

Imagine being asked to divide 38634 by 8934—and rattling off the answer absolutely correctly in 7 seconds! Or—multiplying 369.34 by 982.7 and coming up with the correct result in 11 seconds! Or adding 29 numbers each with 6 digits—and supplying the right total every time! People will GASP at your fabulous lightning-quick mind. You'll be able to JUGGLE numbers... do STUNNING TRICKS... amaze your friends and boss—and be a "master mind!"

With a knowledge of "E-Z MATH" you no longer need be puzzled by such every-day figuring as computing interest charges on installment purchases... division, multiplication and addition of fractions... adding long rows of numbers with 100% accuracy... adding and subtracting fractions from whole numbers—plus many, many other practical and valuable pointers you will use daily to your advantage. The few hours you spend with this course will really pay off. Numbers are the basic instrument of all scientific and technical work. The man or woman who can use "math" is rewarded, recognized quickly, moves ahead in his job faster and more surely!

Order Today on No-Risk Free Home Trial!

Send for "E-Z MATH" today on our no-risk money-back guarantee: use the book for 30 days... prove to your own satisfaction how far a knowledge of "E-Z MATH" can advance you in business and social life. If you don't agree that this is the best investment you've ever made... if your family and friends aren't AMAZED by your new ability—return the book for full and prompt refund.

CAN YOU SOLVE THESE EVERY-DAY BUSINESS AND SOCIAL ARITHMETIC PROBLEMS IN THE TIME ALLOWED? YOU CAN DO THEM EASILY EVEN WHEN BLINDFOLDED—AFTER YOU'VE READ "E-Z MATH"!



Blindfold yourself and have someone call the following numbers to you as you add them:

739
463
906
783
642

(Solve in 6 seconds) ?

$$9864372 = ? \quad (\text{Solve in 9 seconds})$$

8146

$$\frac{4}{7} \times \frac{9}{4} = ? \quad (\text{Solve in 4 seconds})$$

1 1/4 % interest per month amounts to what percentage yearly? (Solve in 4 seconds)

$$367 \times 75 = ? \quad (\text{Solve in 3 seconds})$$

WHAT IS "E-Z MATH"?

"E-Z MATH" is based on an amazing new method of working with numbers—easier to learn and remarkably faster and more accurate than you ever dreamed possible when you took math in school. You'll be shown the newest way of reading numbers—just as though they were words—how of adding and subtracting them almost at a glance—INSTANTLY! You'll be shown a unique new technique for adding hundreds and even thousands of numbers without ever making a mistake... yet now on you'll find higher than eleven! Yes, from problems without whizz through all figuring through income tax, checking grocery lists, never again dislike or avoid numbers—you'll actually ENJOY using them to get ahead in business!

WHAT THEY SAY:

"My 10-year old had nearly always failed arithmetic with old-method arithmetic. Then he found my copy of 'E-Z MATH'. Now in less time than you can put the numbers on a blackboard, he can multiply 8391726347 by 12. It's amazing and incredibly easy. I use it myself on my job and my wife uses it to check grocery lists."

"You have a unique new teaching approach for which I compliment you. It's the best I have ever seen. Pupils' marks seem to be climbing as a result. Should help in any job. Excellent for home tutoring use."

—SCHOOL PRINCIPAL
"Thank you! Thank you! Thank you! All our children are using your system too, and it is terrific. My husband and I are using it—and it works! My husband has already received a job advancement with tremendous boost in pay. Best investment we have ever made!"

—HOUSEWIFE

"My employee, Jon Malone, asked for a better job. I recommended he read 'E-Z MATH'. Now that he can do 'tough' problems easily, I've promoted him to head of his department with a \$35 weekly increase in pay. I now suggest all employees read 'E-Z MATH' if they want to get ahead in their jobs."

Business Executive

MAIL NO-RISK FREE HOME-TRIAL COUPON NOW!

E-Z MATH PROGRAM DEPT. R-97
285 Market St., Newark, NEW JERSEY

OK! Prove to me that "E-Z MATH" can bring me higher pay, prestige and social advancement! Rush book to me postpaid in plain wrapper for 30-day free examination and use. If I don't agree with everything you say about "E-Z MATH"—I may return book for prompt refund. I am enclosing \$2.98 as payment in full.

NAME _____ (Please Print)

ADDRESS _____

CITY _____ ZONE _____ STATE _____

E-Z MATH PROGRAM

DEPT. R-97, 285 Market St., Newark, NEW JERSEY

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Betty and Veronica

BACK to



BETTY'S FASHIONS
SUGGESTED BY:
BEVERLY STEINEN
13 HARVEY AVE.
ROCHELLE PARK,
NEW JERSEY

SCHOOL *Fashions*



VERONICA'S FASHIONS
SUGGESTED BY:
LORRAINE LAPICK
214 CONCORD RD
YONKERS, N.Y.

AMAZING CIRCUS of 6 GROWING ANIMALS



**\$100
1**

Watch them grow **BIGGER** and **BIGGER**

Amazing but true! Watch these toy animals grow like **CRAZY** faster and faster, bigger and bigger every day right before your eyes. Both children and adults will laugh and thrill with excitement as Ozzie the Ostrich grows his own full-feathered plume, Simba the Lion grows a long flowing mane, Smiley the Porcupine grows needles of hair, Sleepy the Hound Dog grows sad droopy ears, and Scamper the Squirrel grows a big bushy tail. And they keep growing bigger and bigger for weeks and weeks of thrills and excitement.

The Secret of Growth

These amazing toy pets actually feed and start to grow as soon as you "lead" them to a plastic cup or glass of water. The secret is a new scientific process that releases

a horticultural seed that starts the miracle of life and growth. No food or special care is required to grow your own animal circus.

You can even give the little fellows "haircuts" if you want. Not yet sold in stores. You must order direct by mail. So don't delay, be first in your neighborhood. Mail coupon today on full money back guarantee.

GROWING ANIMAL CIRCUS, Dept. 2-AC 1 Park Ave., N. Y. C.

Please rush my **CIRCUS OF 6 GROWING ANIMALS**. I understand if I am not 100% delighted I may return for prompt refund of my purchase price.

☐ I enclose \$1.00 plus 25c shipping charge for one order.

☐ **SAVE 50c.** I enclose \$2.00. Send double order.

Name

Address

City

State

THREE JOYFUL JILLS IN THE MOST EXCITING COMIC BOOK EVER!

Josie comics
AT YOUR NEWSSTAND !!

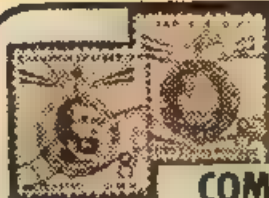


**208 DIFFERENT
WORLD-WIDE STAMPS**

25¢

Exciting history—the cruel and feared Hitler, sports, elephants, mysterious jungle flowers, kneeling figure of child at prayer, and a fabulous Space Age stamp. Only 25¢ with Approvals.

JARO STAMP CO. Dept. A-11, Box 246, New York 8, N. Y.



**UNITED
STATES**

COMMEMORATIVES

Prepared solely for us! Each collection contains **FIRST QUALITY** used stamps... **ALL DIFFERENT**. Normally sold at much higher prices, we offer—for a **LIMITED TIME**—the following:

88 different U.S. Comems	\$1.00
150 different U.S. Comems	2.00
200 different U.S. Comems	3.50
250 different U.S. Comems	5.00
300 different U.S. Comems	6.50

SPECIAL OFFER U.S. AIRMAIL COLLECTIONS!

25 different U.S. Airmails	\$1.00
35 different U.S. Airmails	2.00
45 different U.S. Airmails	3.00
55 different U.S. Airmails	7.50

FREE with each order for Comems or Airmails: **A GENUINE POCKET MAGNIFIER!!!**

Send check or money order—shipped postpaid

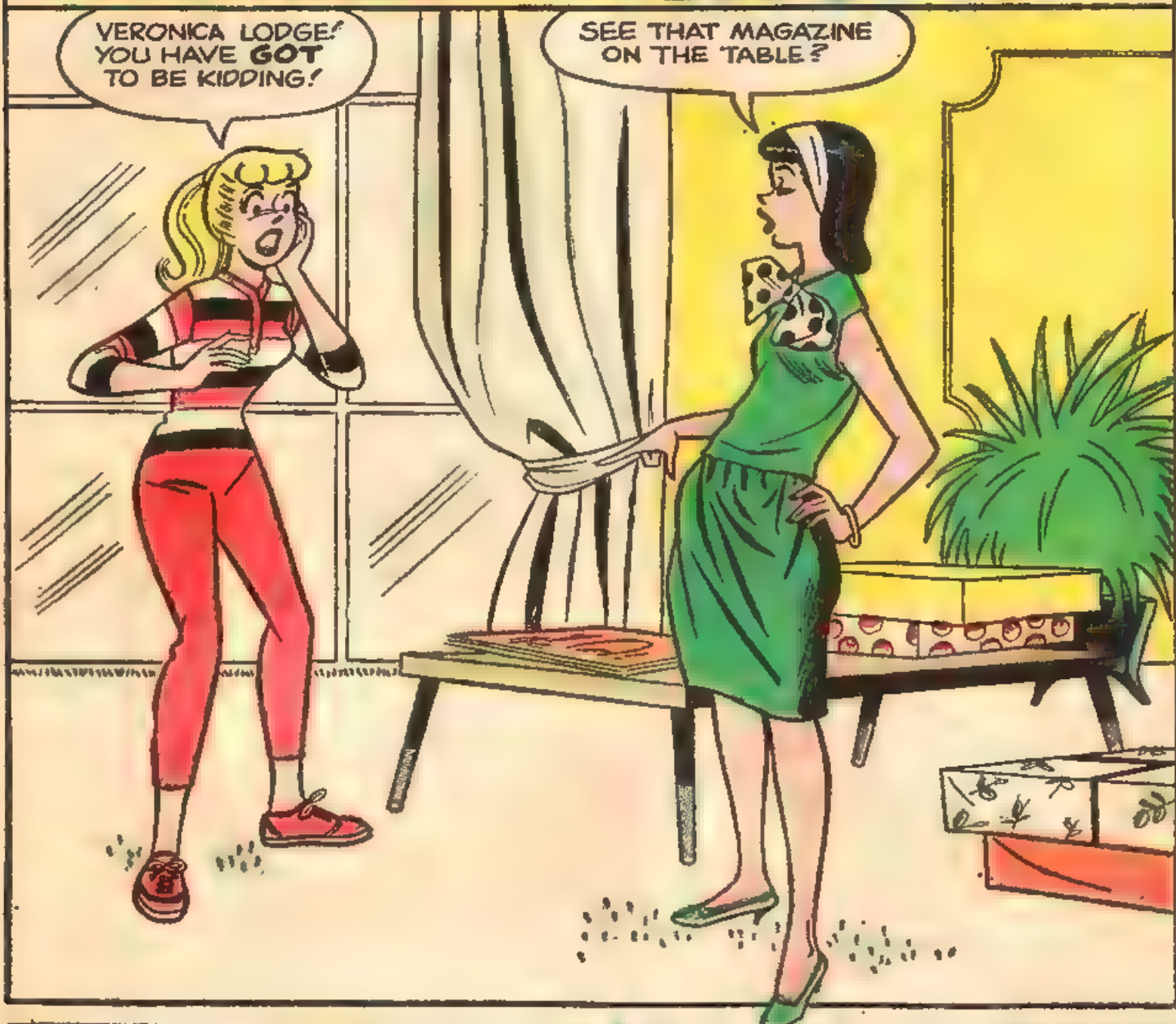
ANCA STAMP CO. Dept. RR, Box 271
New York 33, N. Y.

Betty and Veronica

"FASHION PASSION"

VERONICA LODGE!
YOU HAVE GOT
TO BE KIDDING!

SEE THAT MAGAZINE
ON THE TABLE?



HMM, "HOOPER'S
BIZARRE"

PAGE THIRTY-
FOUR!



SUFFERIN' SUCCATASH!
IT'S IT! IT'S THAT MASQUERADE
COSTUME YOU'RE WEARING!!



LEAVE US FACE IT, GIRLS!
THESE ARE THE FASHIONS!



LOOK! VAGUE MAGAZINE!
SEE PAGE SIXTY-ONE!



SNRK! OH RONNIE!! THIS
IS HALARIOUS!! HOW
ABSURD CAN YOU **GET**?

YOU
TELL
ME!

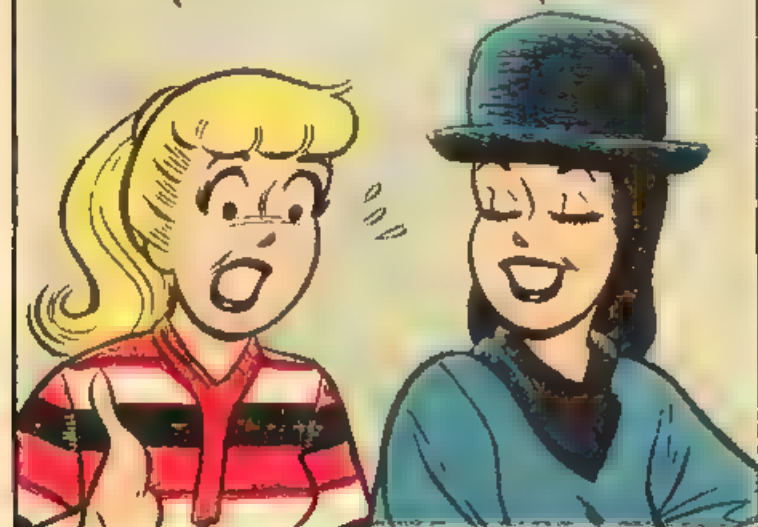


(GASP!) THEY ACTUALLY
MADE ONE? I THOUGHT
IT WAS ALL A BIG JOKE!



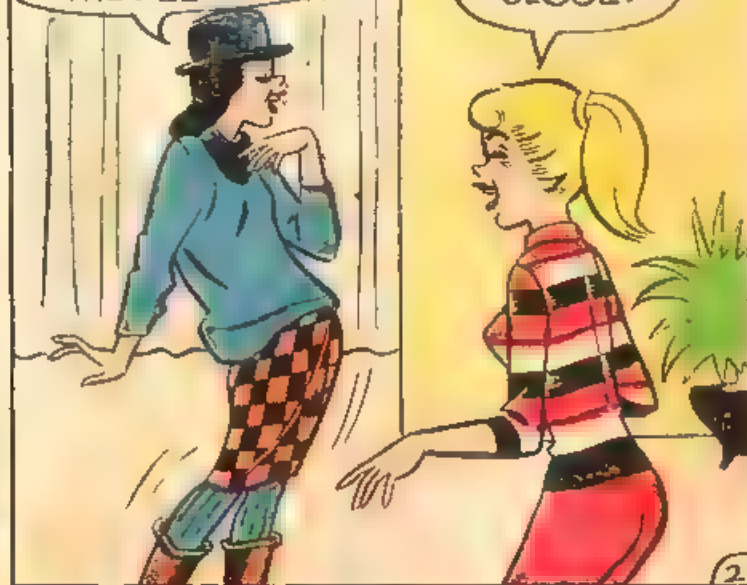
YOU..YOU DIDN'T **BUY**
ALL THESE PARIS
CREATIONS?

NO!
I'M GOING
TO **MODEL**
THEM!



AS SOON AS I
LEARN TO POSE
LIKE A FASHION
MODEL!

THAT'S
CLOSE!





NEXT A.M.

EVERYBODY! COME QUICK! LOOK WHAT'S COMING!



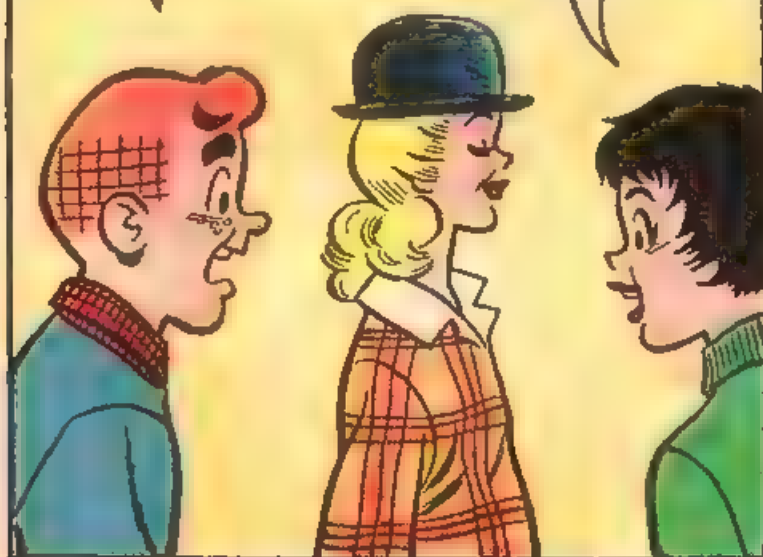
GOOD GRIEF!

I THINK IT'S BETTY COOPER!



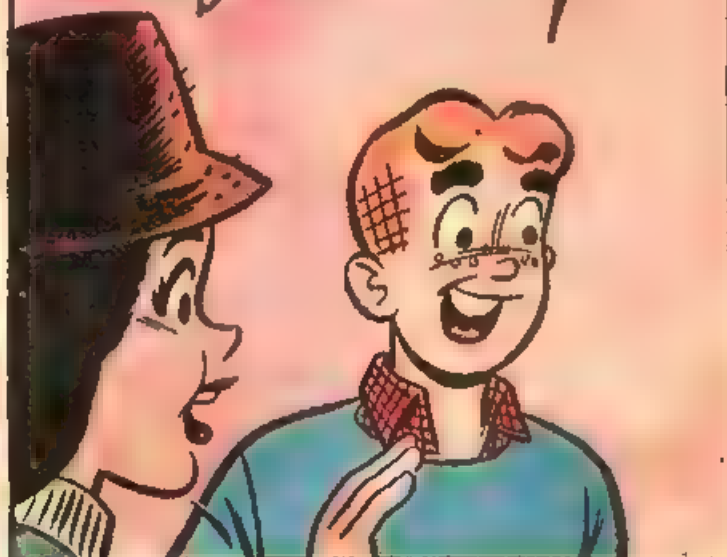
LOSE AN ELECTION BET, BETTY?

IT'S AN IMITATION! THAT'S WHAT IT IS!



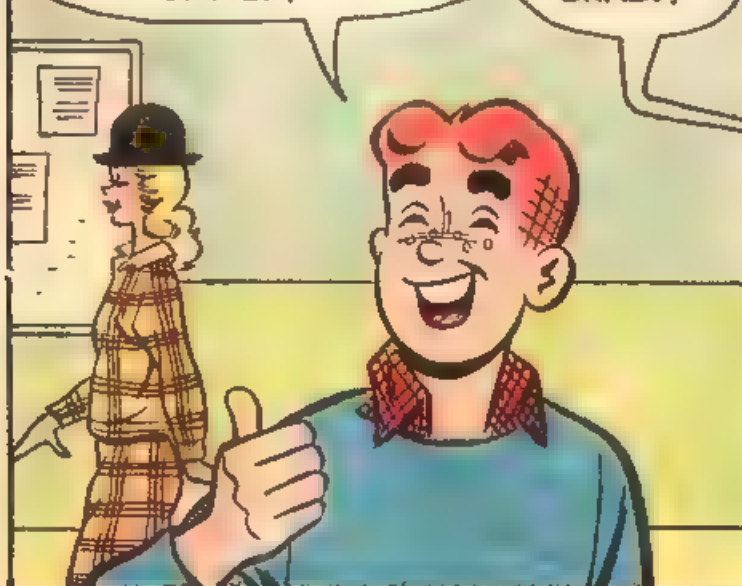
DID YOU EVER SEE ANYTHING QUITE SO RIDICULOUS?

HI, RON!



WHY IN THE WORLD IS BETTY RUNNING AROUND IN THAT CRAZY LOOKING GET-UP?

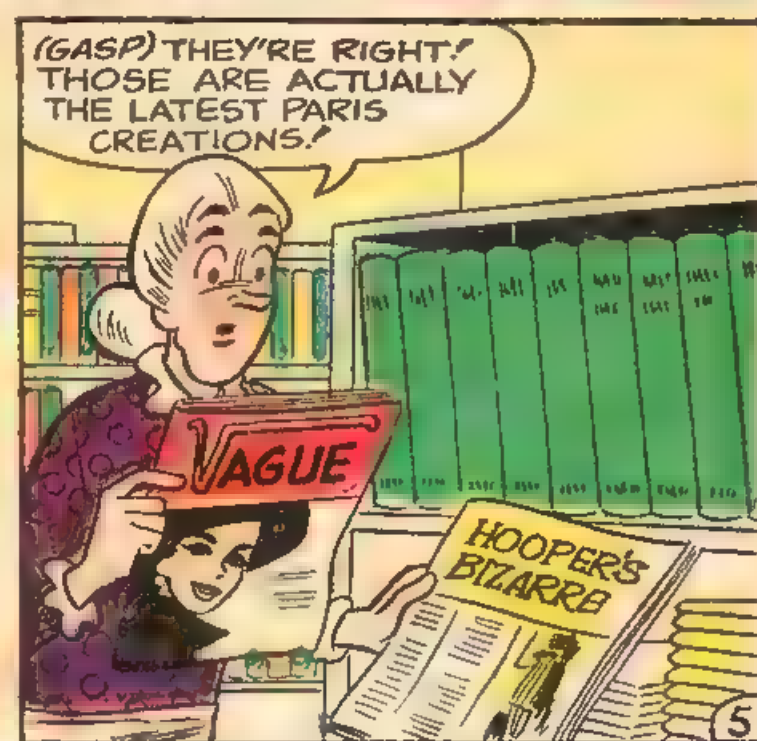
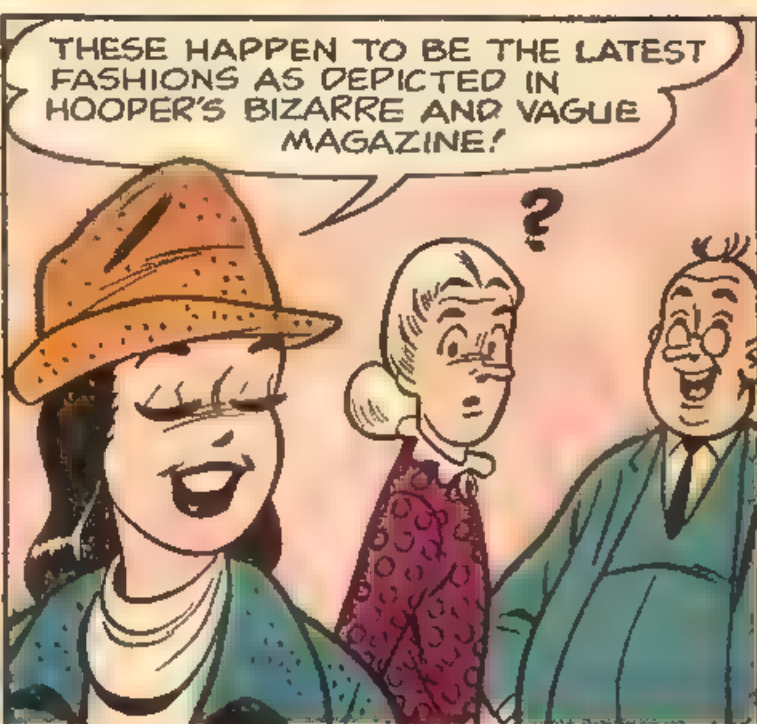
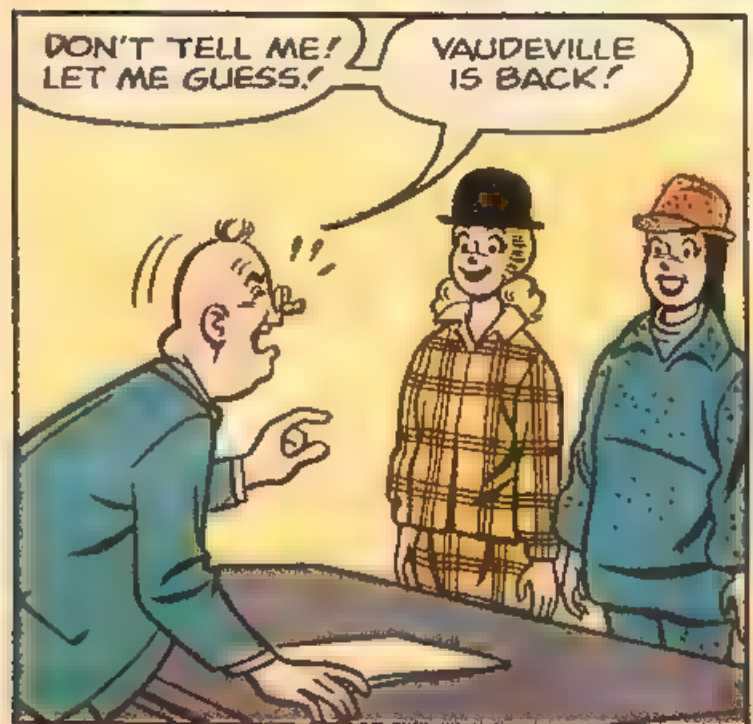
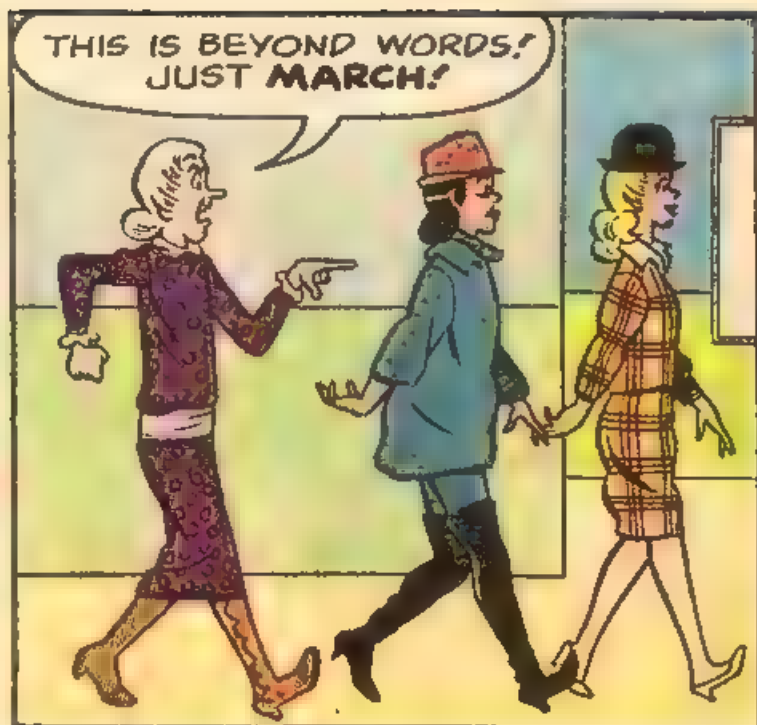
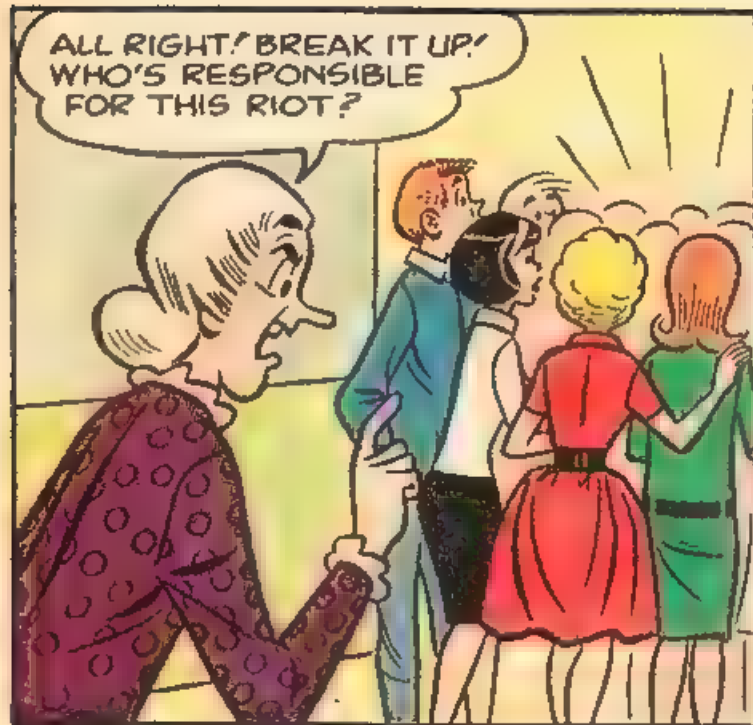
YOU THINK THAT'S CRAZY?



YOU AIN'T SEEN NOTHIN' YET!

EEEP!!







IS IT TRUE, MISS GRUNDY?

CAN YOU ARGUE WITH THESE FASHION MAGAZINES?



I DON'T CARE **WHAT** THEY LOOK LIKE!

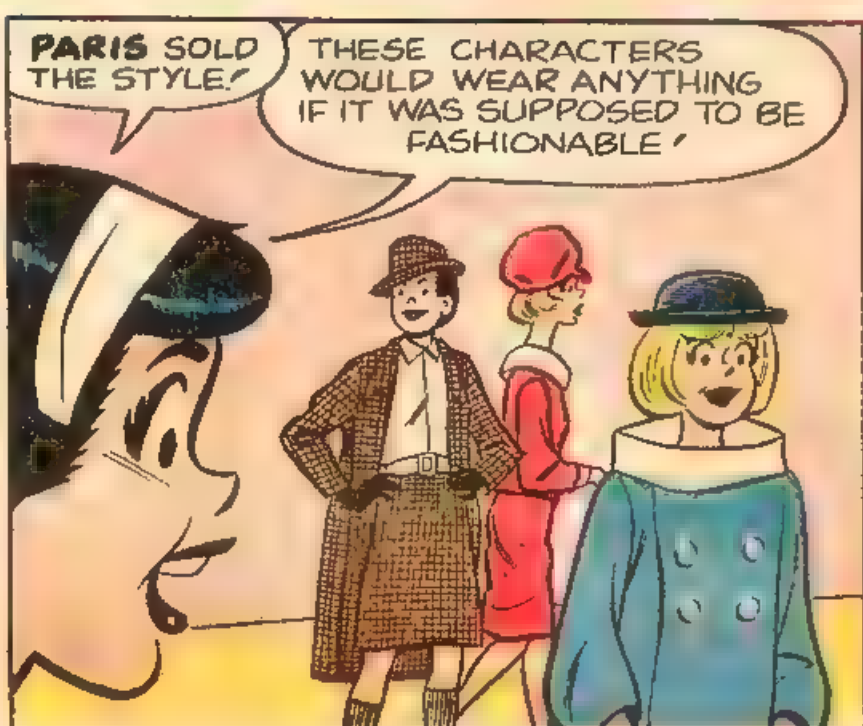
IF IT'S THE STYLE, I'M FOR IT!

WE CAN'T AFFORD NOT TO BE!



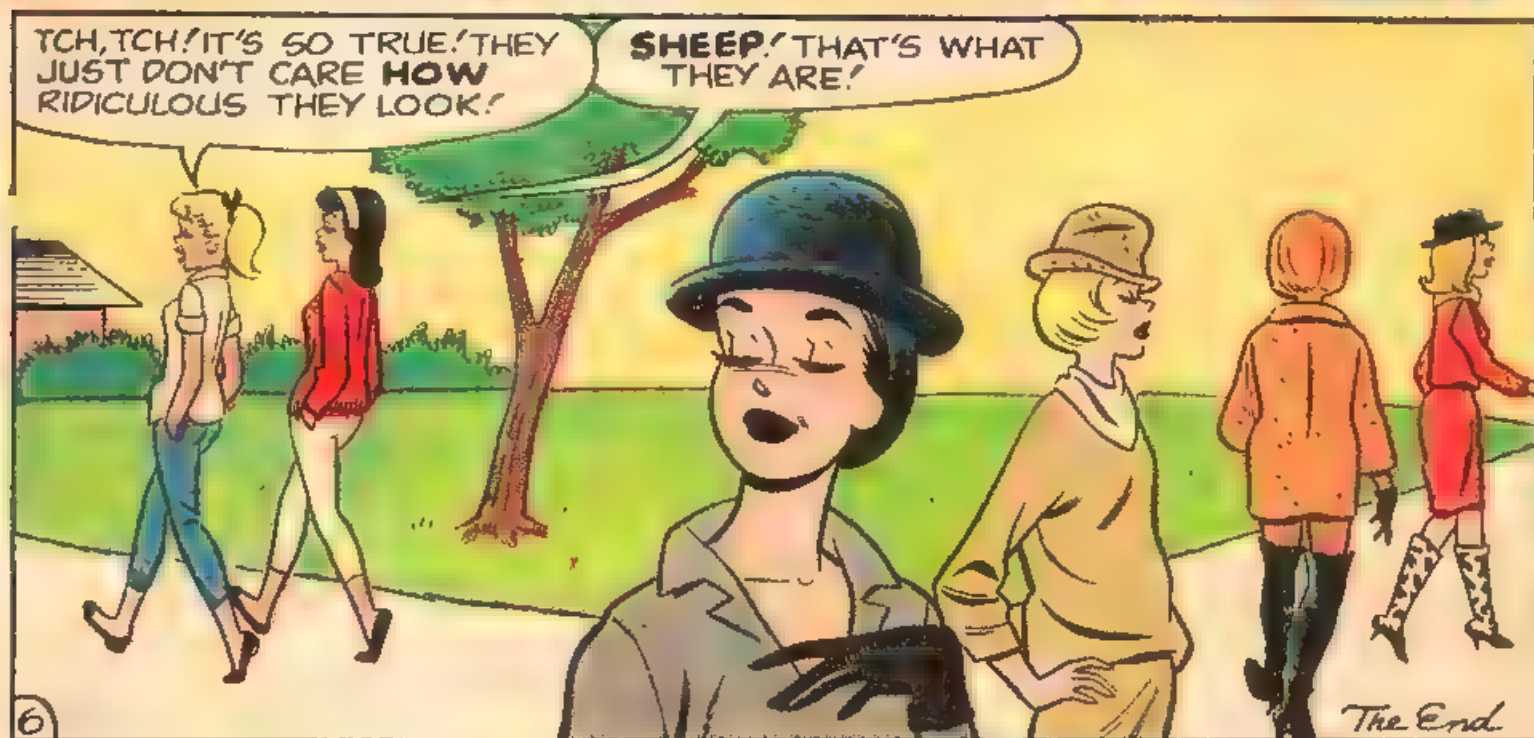
...AND, EVENTUALLY...

BETTY LA MODE SHOPPE GAVE US A BONUS! WE SOLD THE STYLE!



PARIS SOLD THE STYLE!

THESE CHARACTERS WOULD WEAR ANYTHING IF IT WAS SUPPOSED TO BE FASHIONABLE!



TCH, TCH! IT'S SO TRUE! THEY JUST DON'T CARE **HOW** RIDICULOUS THEY LOOK!

SHEEP! THAT'S WHAT THEY ARE!

DIG THIS CRAZY OFFER!

WE'LL SEND YOU
A **FREE** COPY OF
ARCHIE'S PALS 'N' GALS
WITH EVERY ONE YEAR
SUBSCRIPTION!

YOU GET FOUR
GIANT SIZE COMICS
PLUS A BIG BONUS
ISSUE ABSOLUTELY
**FREE!...IT'S A
STEAL!**

LIKE FINDING
A QUARTER!
...AND WHO CAN'T
USE AN EXTRA
TWO BITS?

SO GET WITH IT!
FILL OUT THE COUPON!
THIS OFFER IS LIMITED AND
WE DON'T WANT YOU TO MISS
OUT ON OUR GIFT TO YOU!
DON'T DELAY!...ACT **NOW!**

SEND TO **ARCHIE'S PALS 'N' GALS 5 FOR 4**
ROOM 603, 241 CHURCH ST.
NEW YORK 13, N.Y.

ENCLOSED PLEASE FIND ONE DOLLAR
(\$1.50 IN CANADA) FOR THE NEXT FOUR
ISSUES OF ARCHIE'S PALS 'N' GALS
PLUS A FREE BONUS ISSUE!

NAME _____ AGE _____
(PLEASE PRINT)

ADDRESS _____

CITY _____ STATE _____

**BUY 4!
GET
5!**

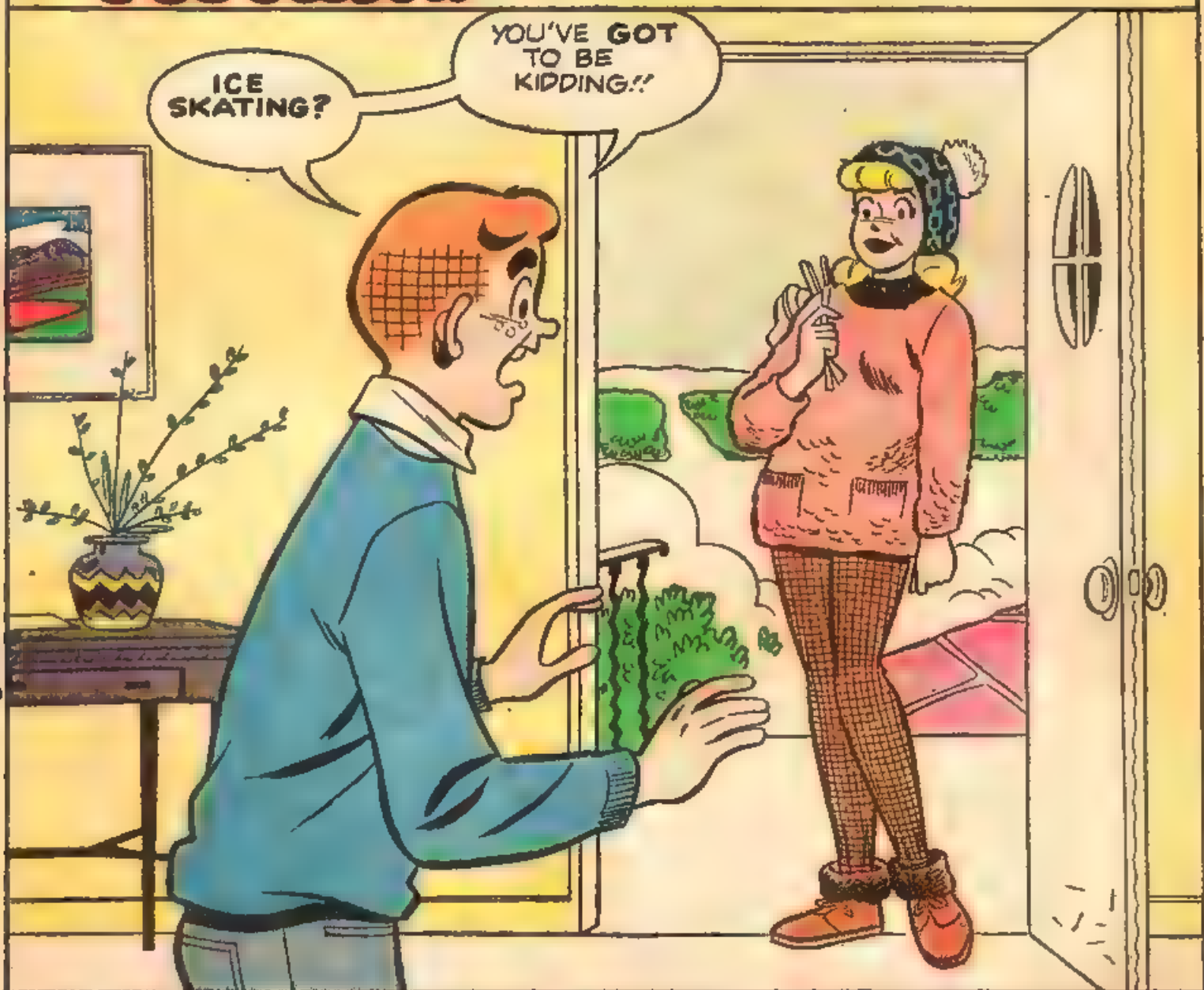
Betty and Veronica

in

"SPLIT SECOND"

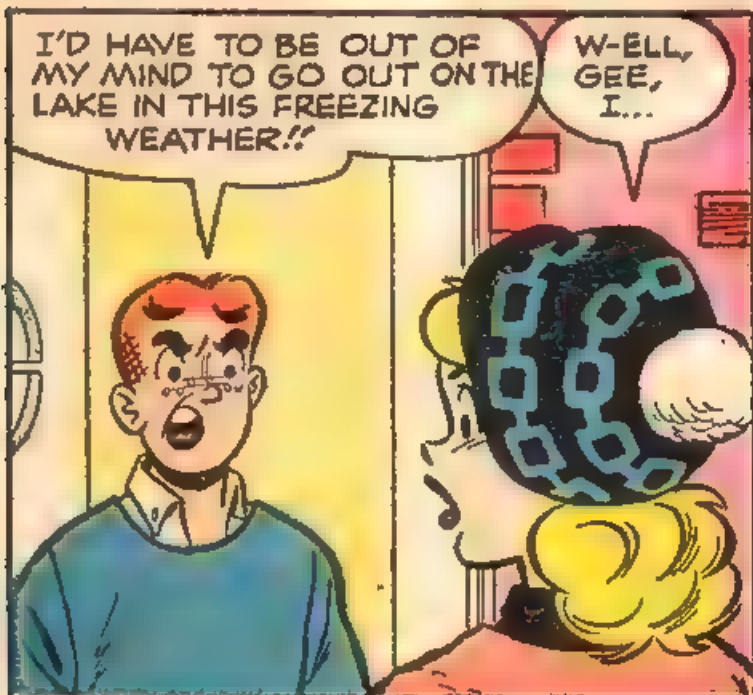
ICE
SKATING?

YOU'VE GOT
TO BE
KIDDING!!



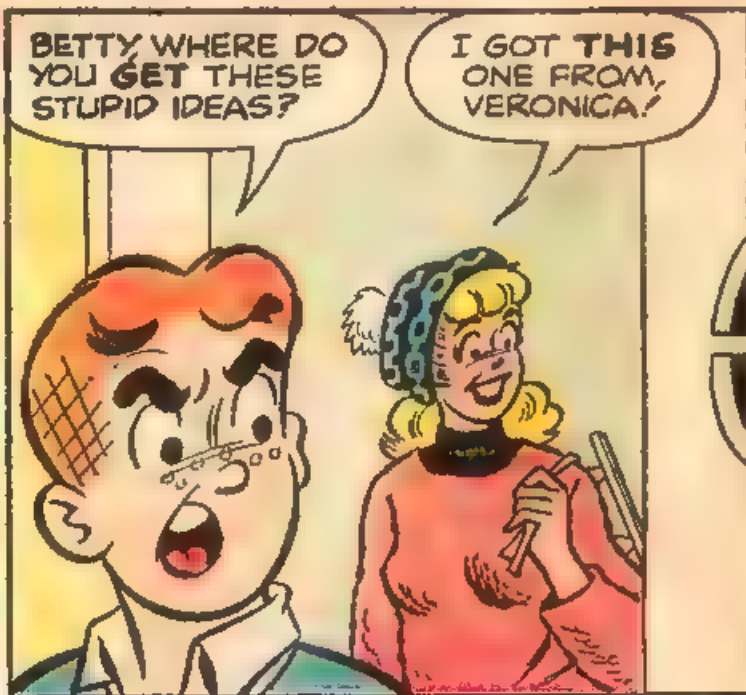
I'D HAVE TO BE OUT OF
MY MIND TO GO OUT ON THE
LAKE IN THIS FREEZING
WEATHER!!

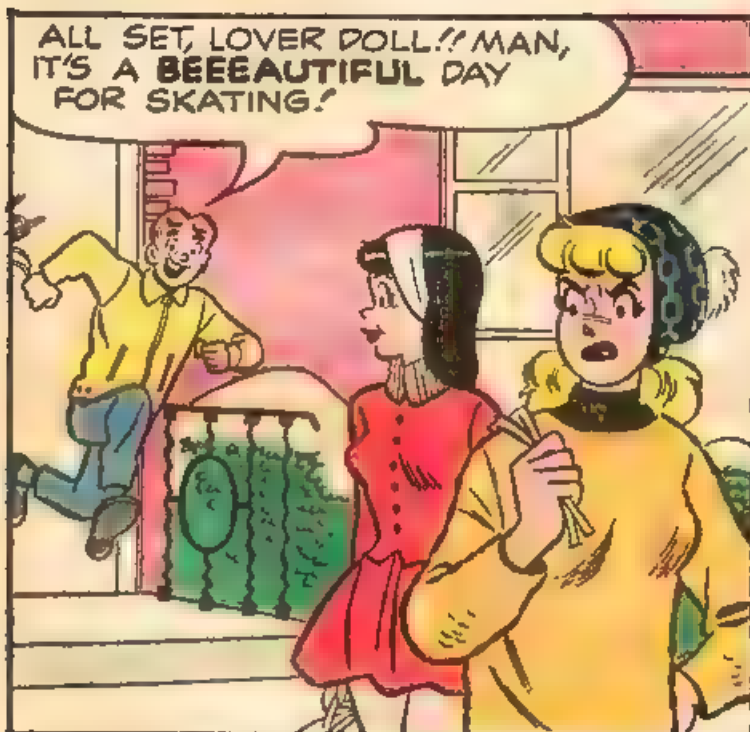
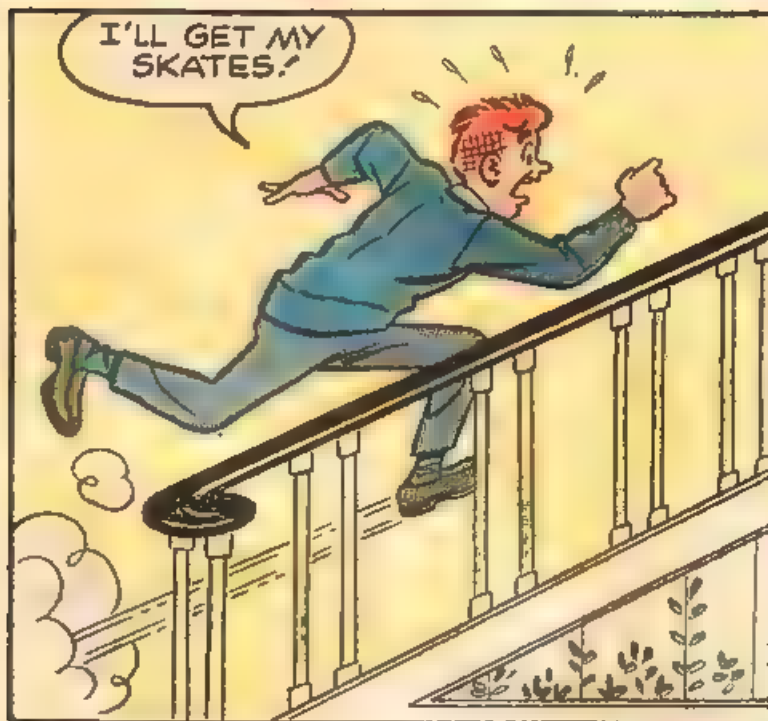
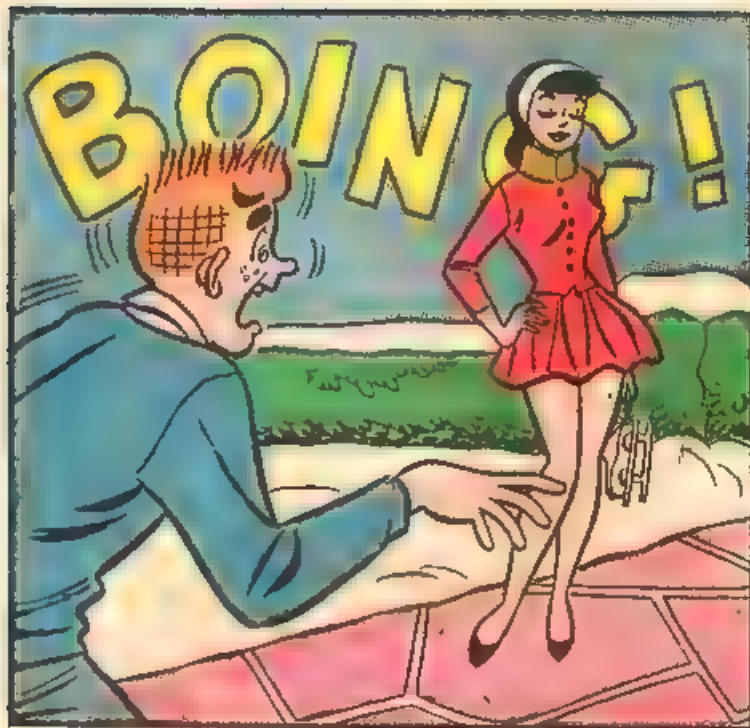
W-ELL,
GEE,
I...

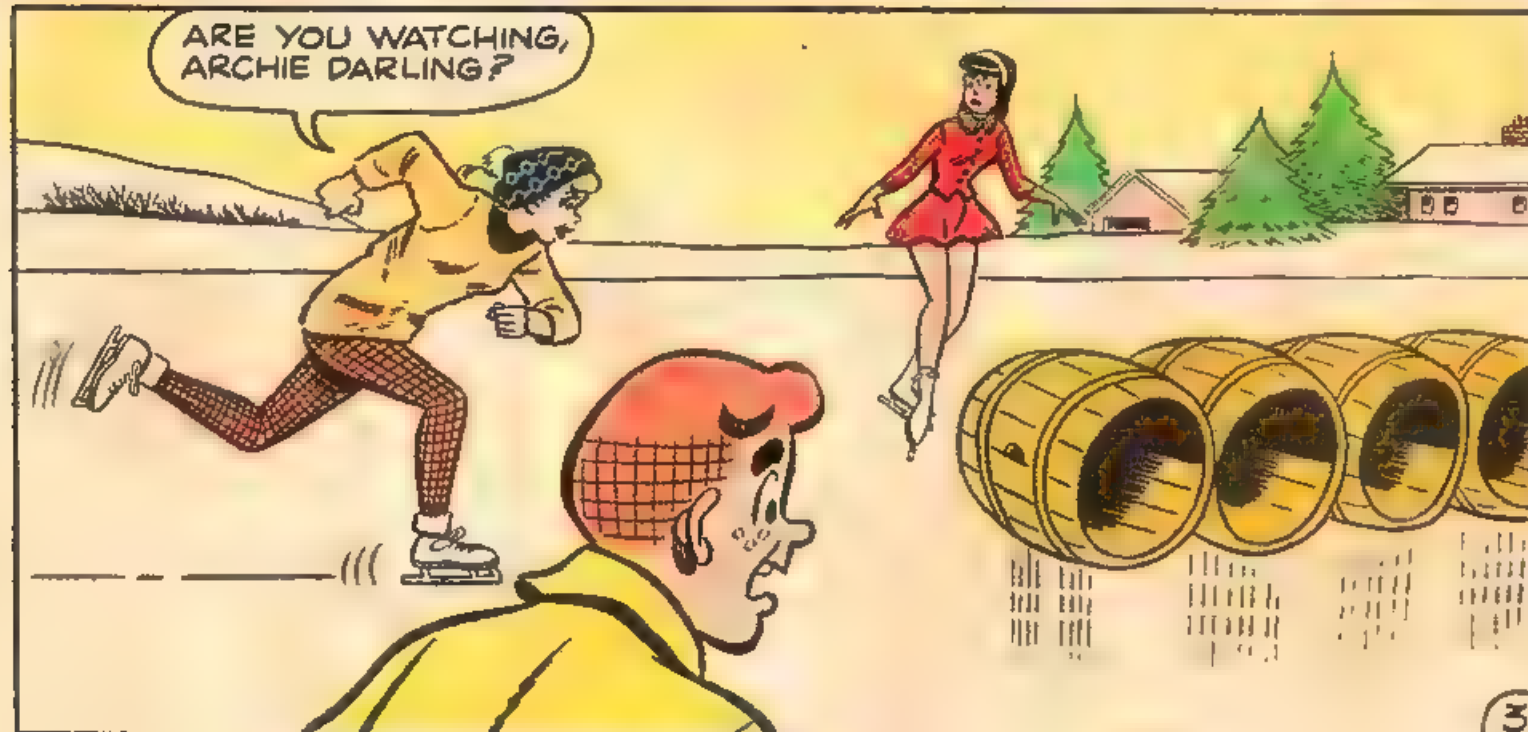
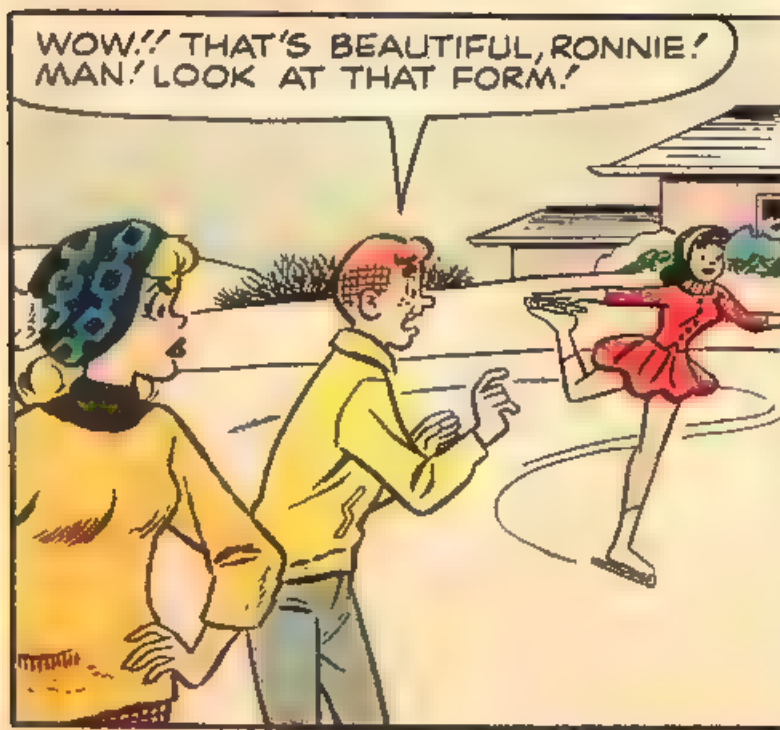
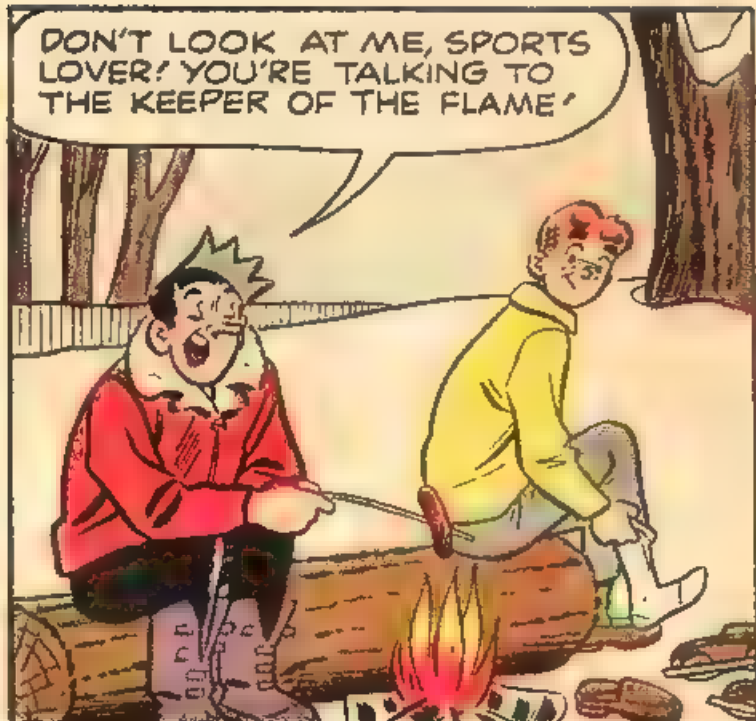
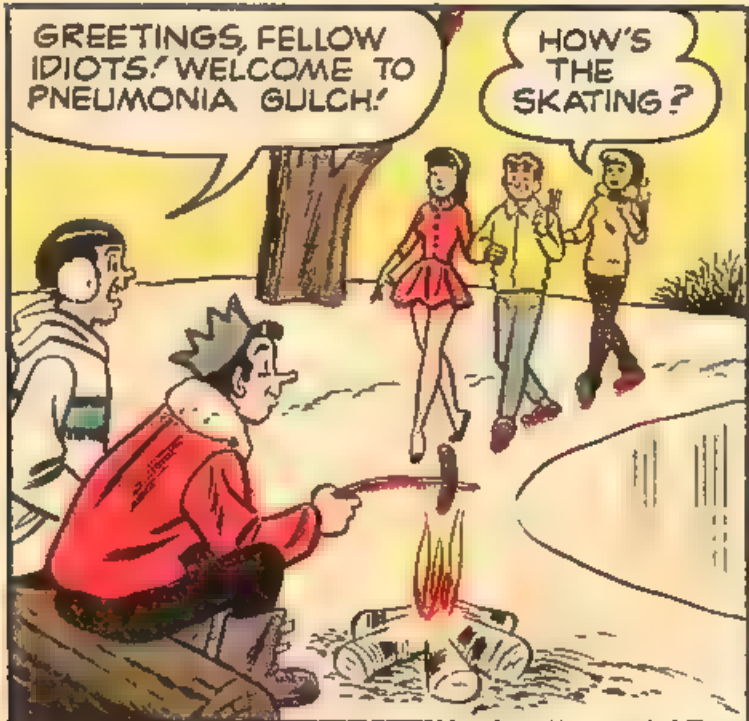


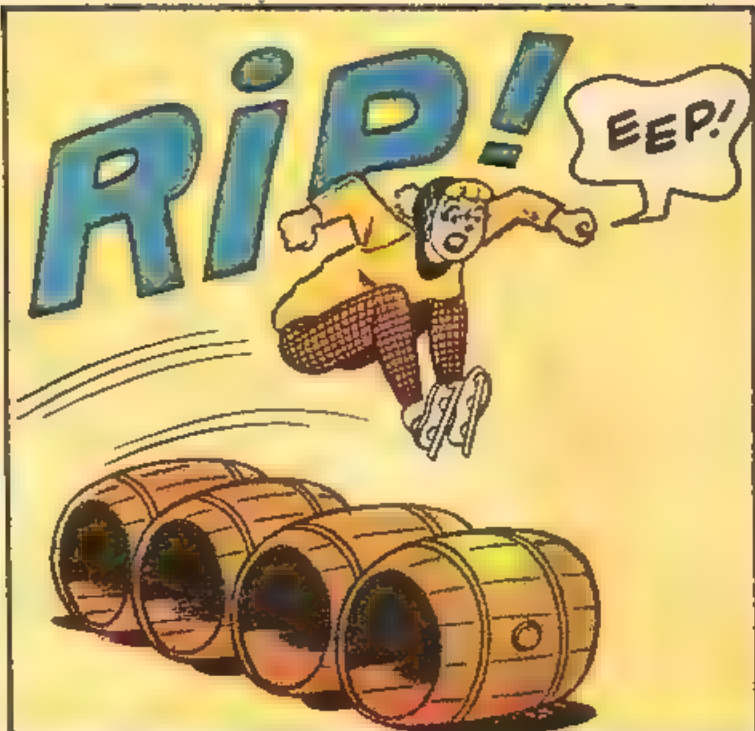
BETTY WHERE DO
YOU GET THESE
STUPID IDEAS?

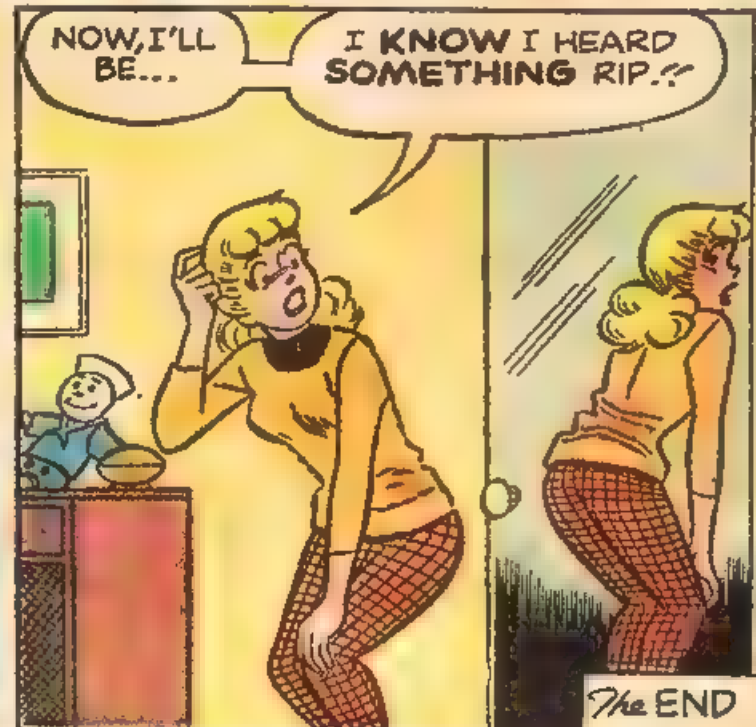
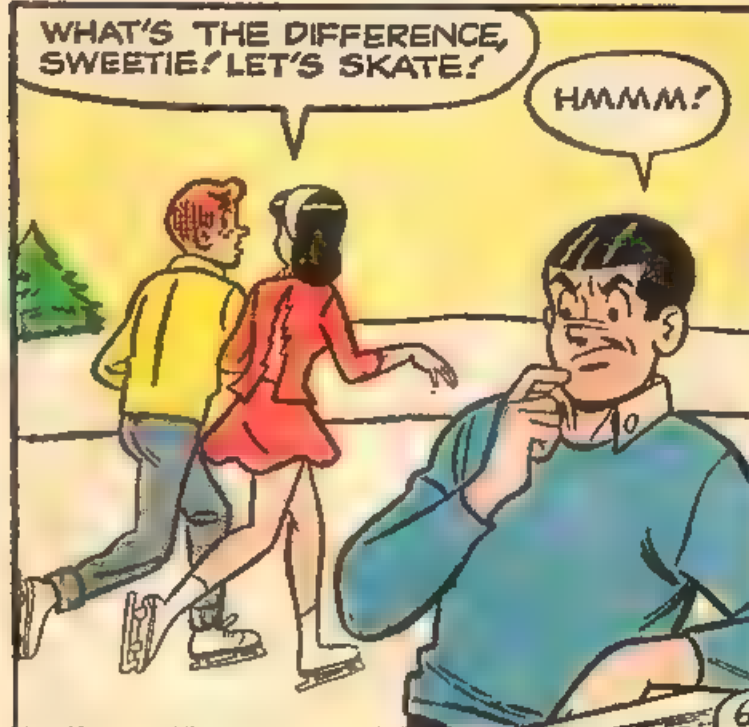
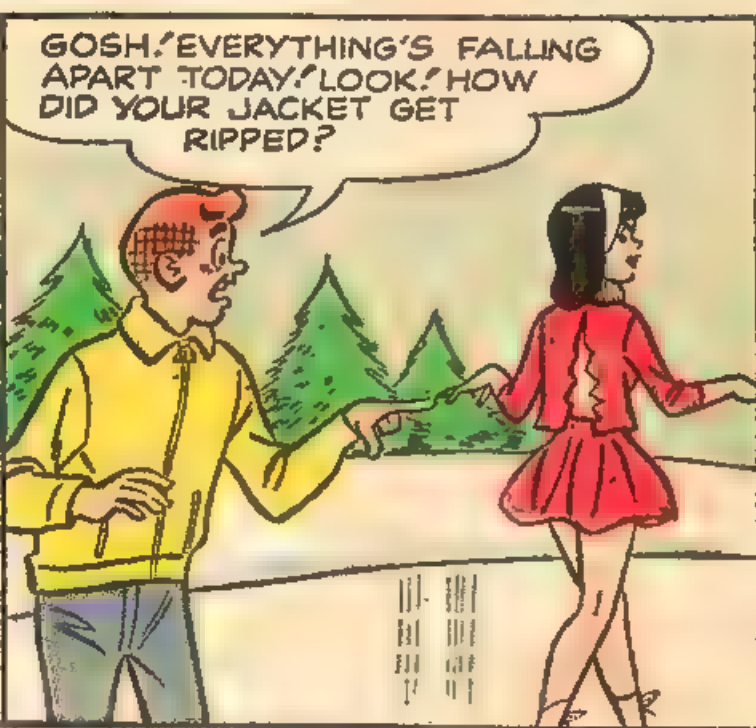
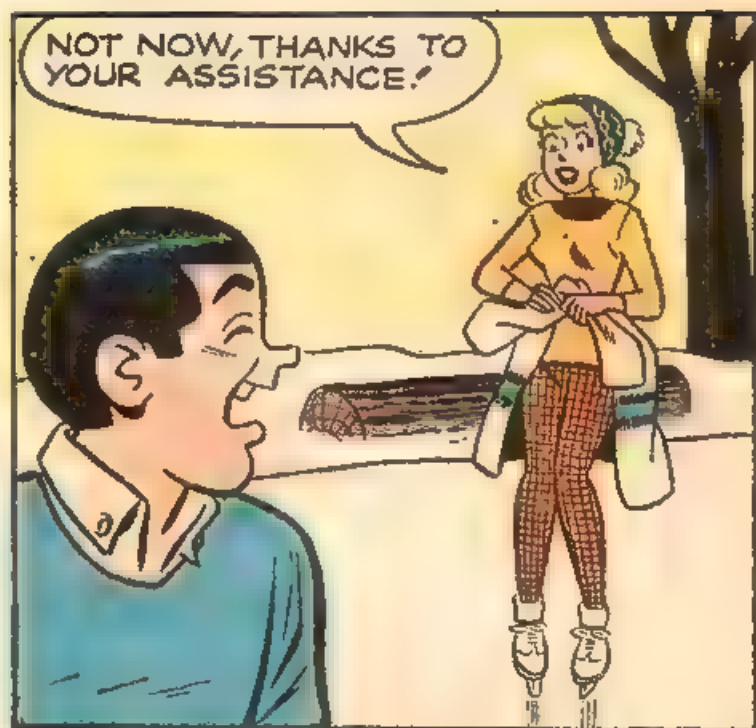
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Throw your voice into trunks behind doors, everywhere. In strumment fits for your mouth and out of sight. Fool teacher, friends and family. Free book on "How to Become a Ventriloquist." No. 2137 .. 25¢

Ventriloquist & Book

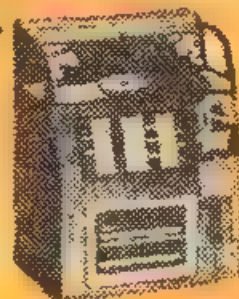


SILENT DOG WHISTLE

This whistle can't be heard by human ears, but Rover can hear it half a mile away. Your dog will understand that this whistle is for him alone. He answers how quickly he responds. No. 2781 .. \$1.00

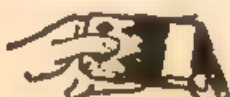
MUSICAL JUKE BOX BANK

Drop in a coin and the turntable revolves to a fitting melody... just like the modern juke box that youngsters adore. Makes saving a pleasure—money mounts up. Made of sturdy metal. 4 1/2" x 4". No. 2005 .. \$1.50



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Are you willing to take a chance? We won't tell you what you get but because you're willing to gamble we'll give you more than your money's worth. Only 50¢. No. 678 .. \$0.50



AMAZING MINIATURE RADIO

This tiny, leather weight radio operates without batteries without tubes but brings you years of listening pleasure. There's nothing to wear out nothing to replace. No. 3444 .. \$4.95

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Turn your bike into something really special with this clear, transparent bike windshield. Just like the one on Motorcycles. Handy built-in pouch enables you to keep your sunglasses, tools, and personal effects within easy reach. Really makes your bike different. No. 4268 .. \$1.00

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KRAZY KRAX

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BANK VAULT WITH ALARM

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"I want to avoid being labeled a jazz singer. I'd rather just do good material the best way I can."

It's Carol Sloane talking and she means what she says. She sings from the heart and what comes out is big and beautiful with a sound that makes you sit up and listen. This winsome 24-year-old brunette sings guilelessly and bewitchingly of life, sublime and otherwise. In the tradition of the few rare-gifted singers who came before her, she is both a keenly individual stylist and a vocalist of vast interpretive resources.

Born in Providence, Rhode Island, Carol began singing with a local band when she was fourteen. Five years later she made her way to Europe with a road company of "Kiss Me Kate", playing the irrepressible Bianca. After a year and a half run on the Continent, Carol came back home to sing at a local night club. From there she toured as feature vocalist for the Elgart's big band, and gained experience that contributed greatly to her tonal quality and lyric phrasing.

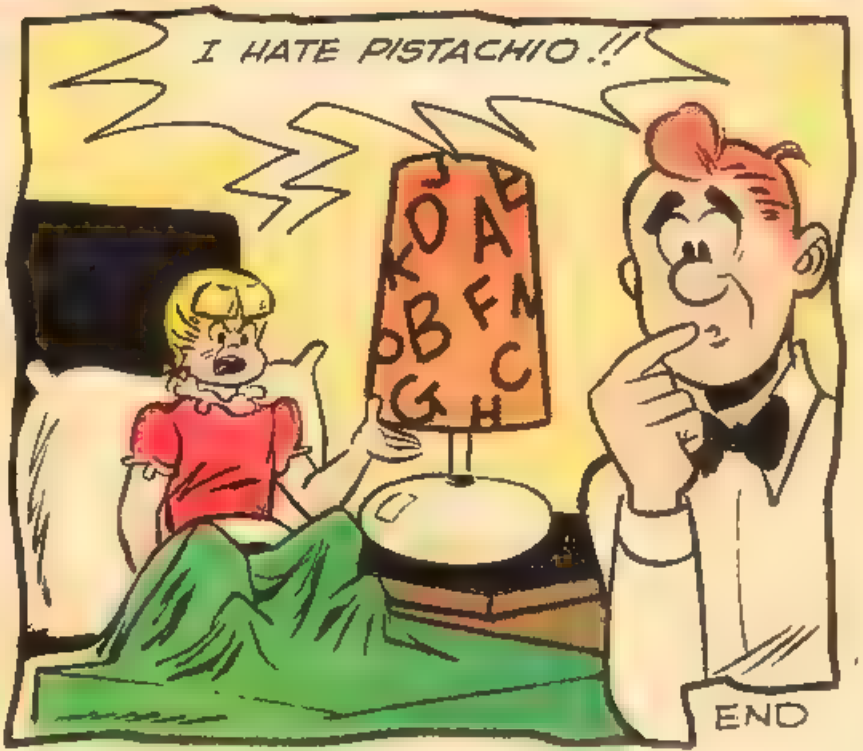
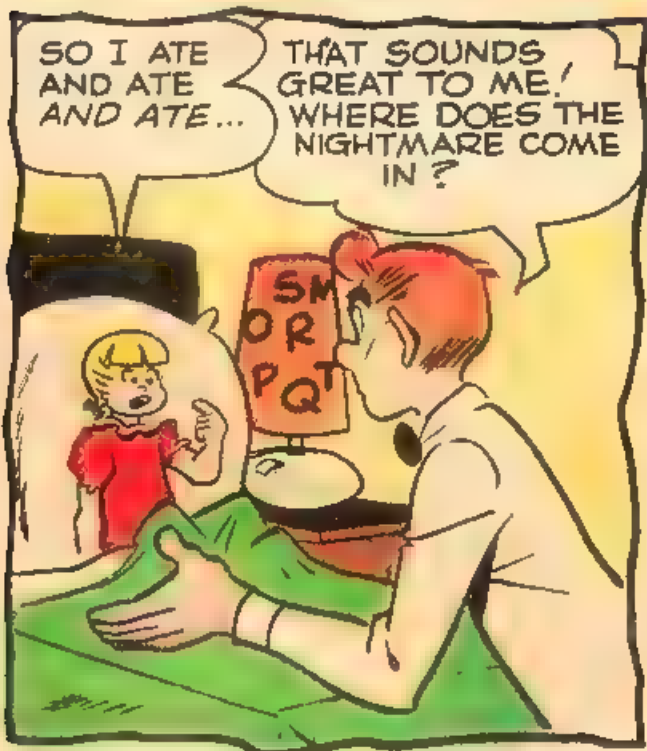
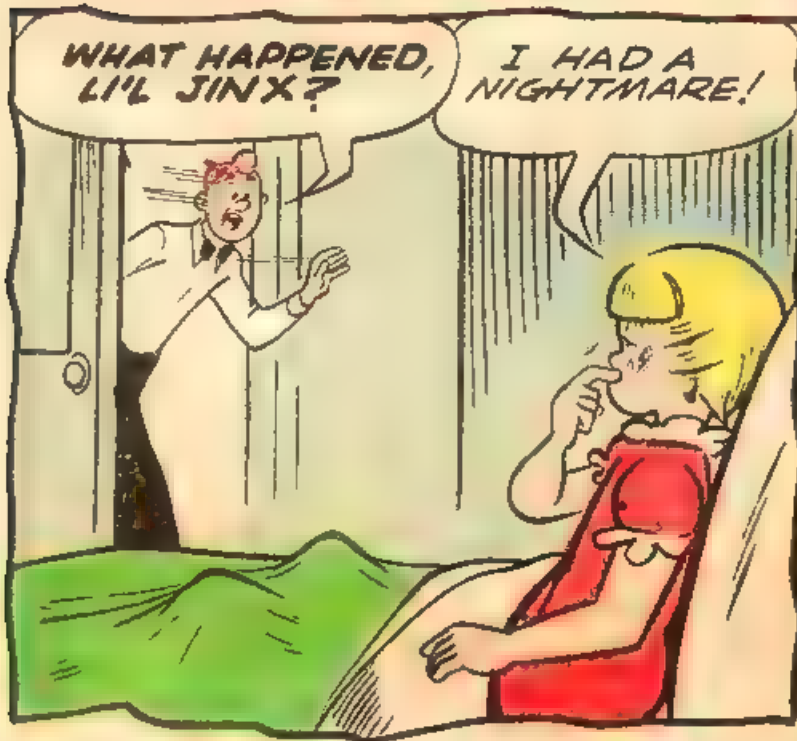
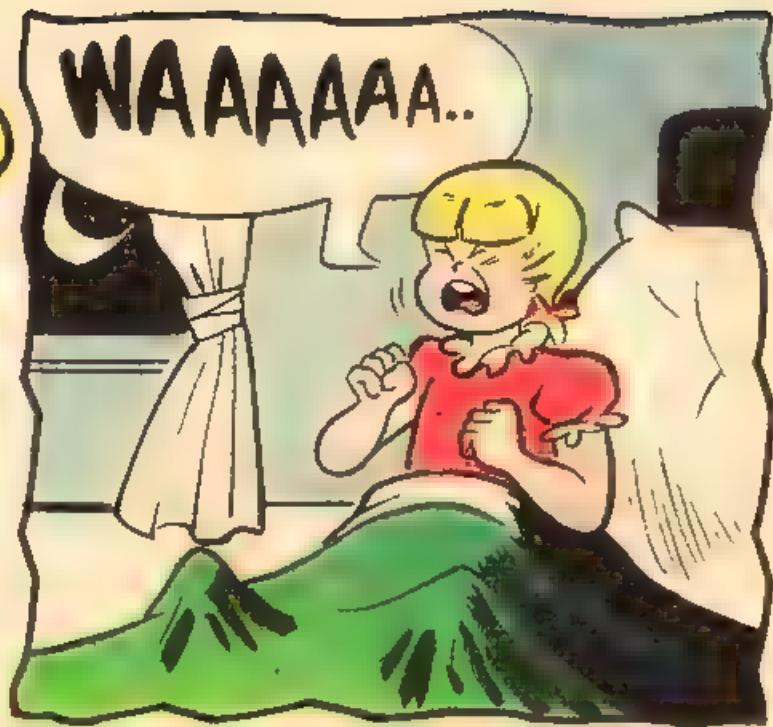
Then came the big break that every entertainer needs.

At the Newport Jazz Festival in the summer of 1961, Carol was asked to substitute for an ailing singer, Annie Ross. When Carol stood up there and sang . . . a new star was born.

Her albums, "Out Of The Blue" and "Live At 30th Street", are excellent examples of her captivating style. Since her Newport appearance she has been booked into the finest supper clubs in the country. Carol Sloane is on her way . . . UP, UP, UP!

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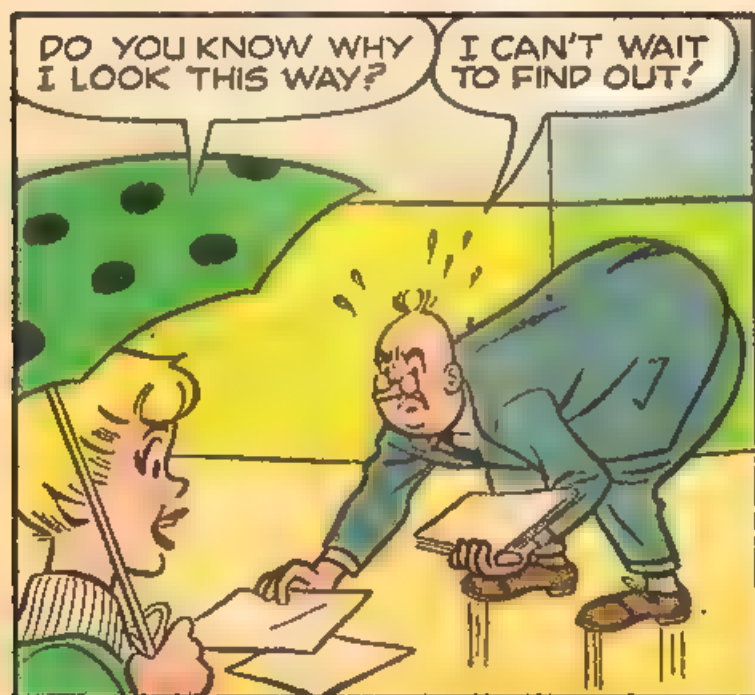
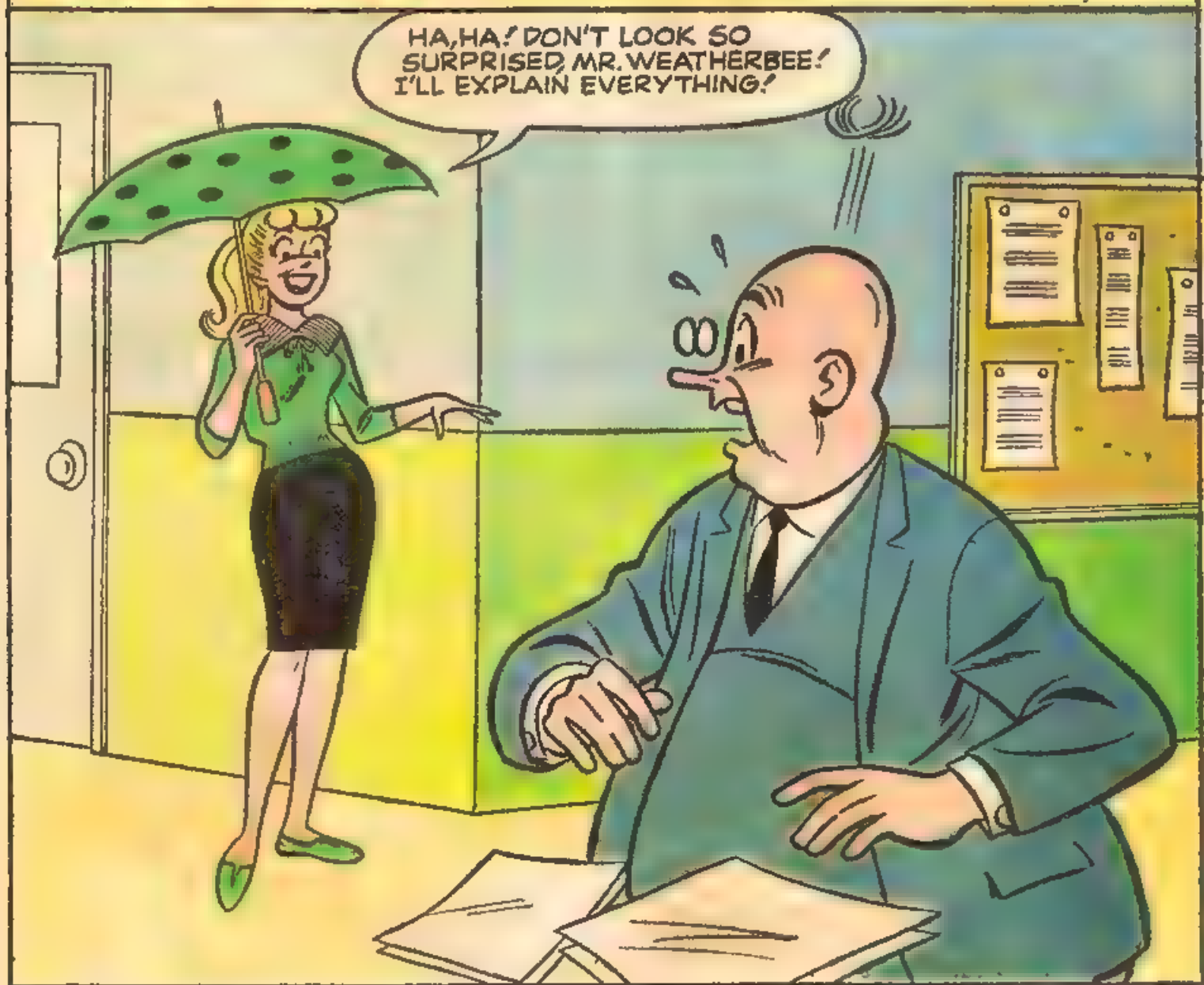


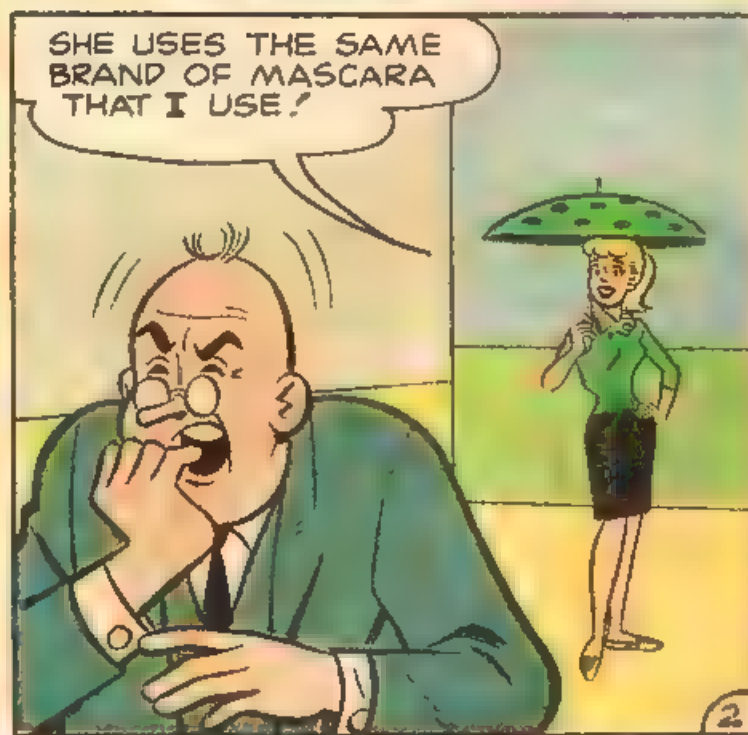
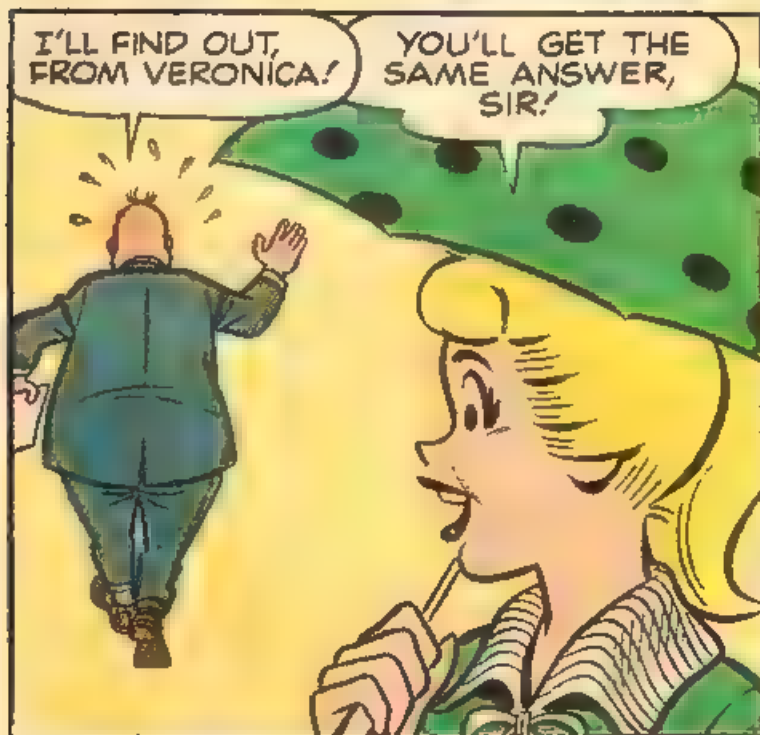
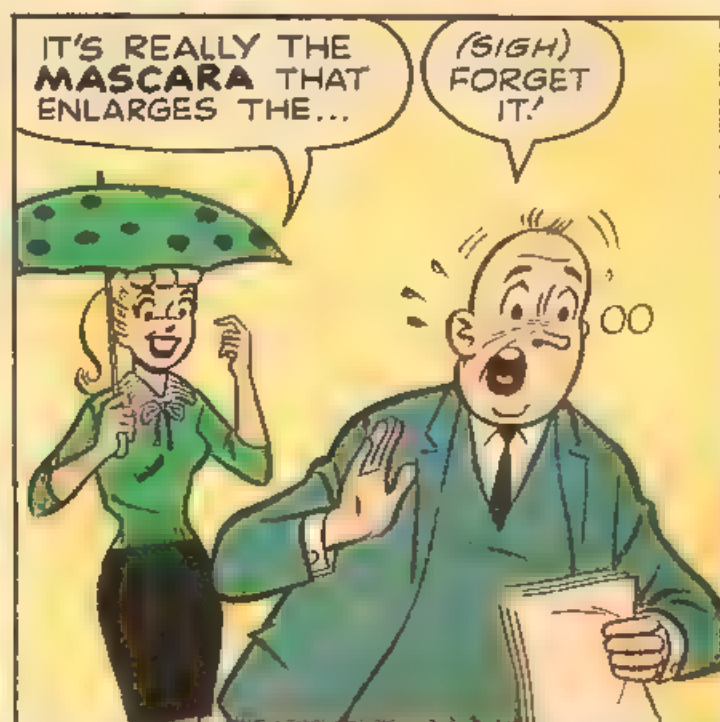
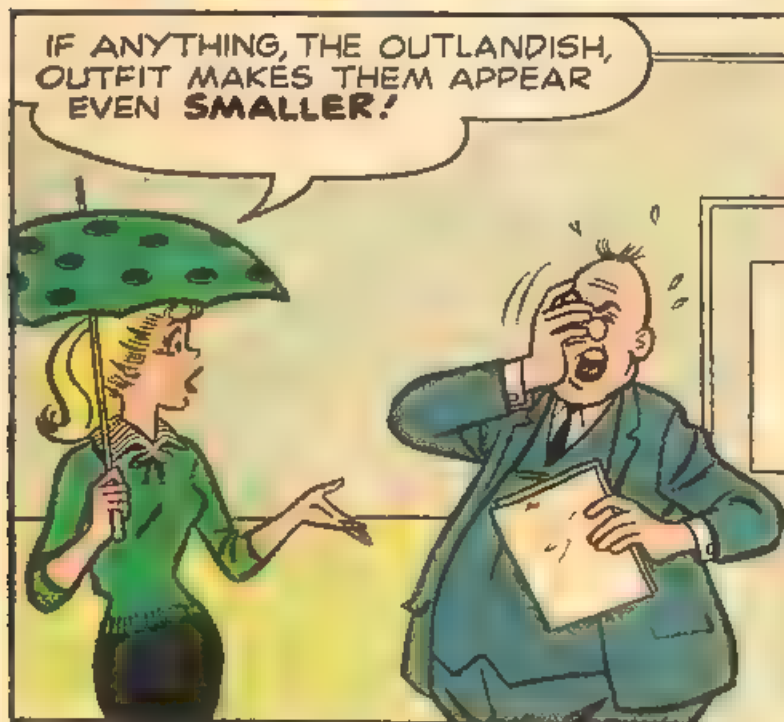
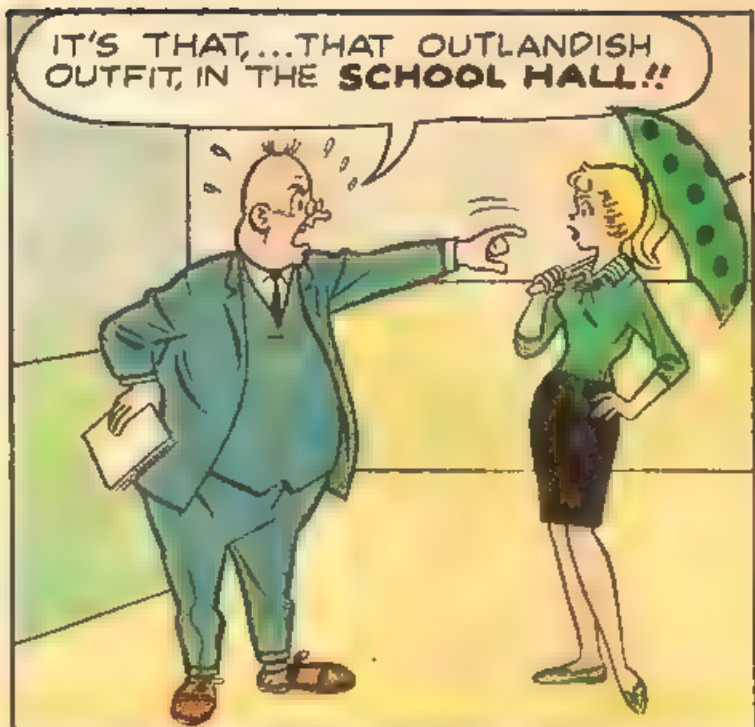
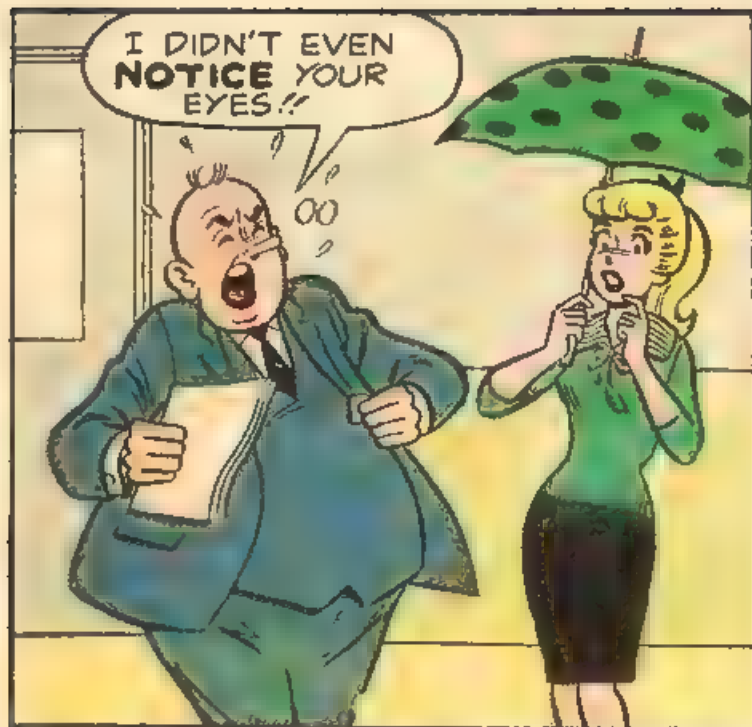
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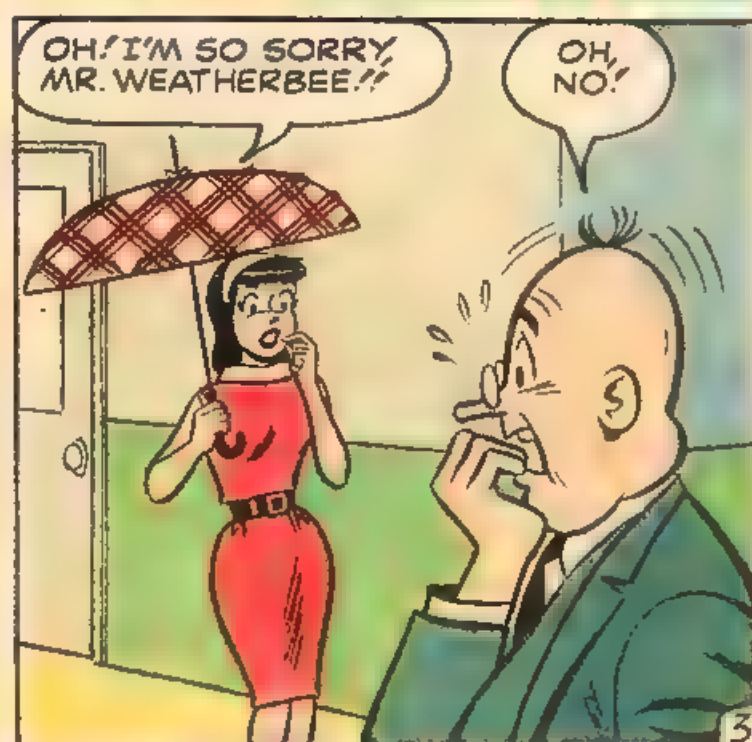
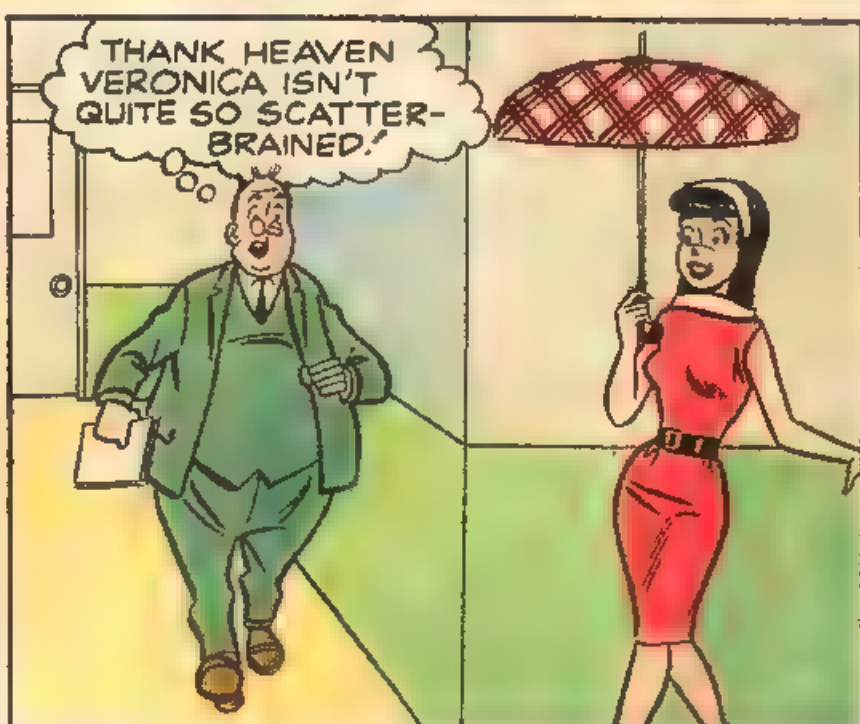
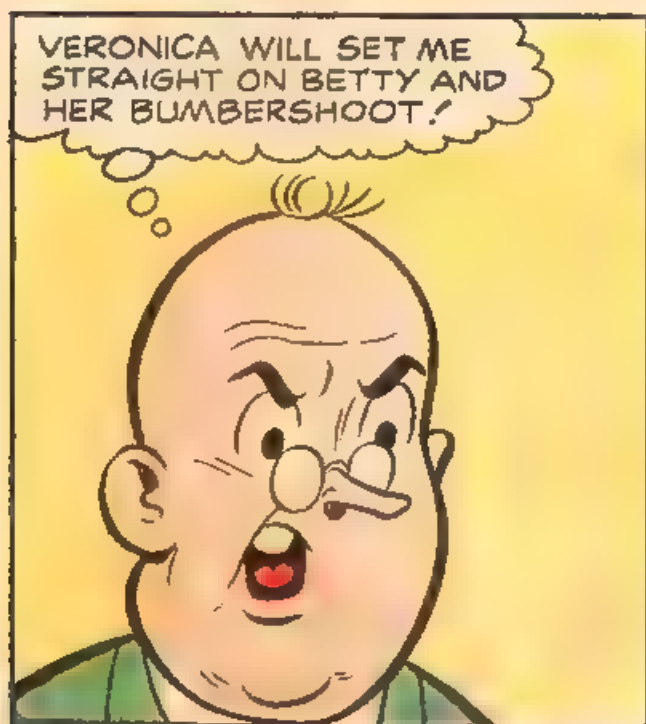
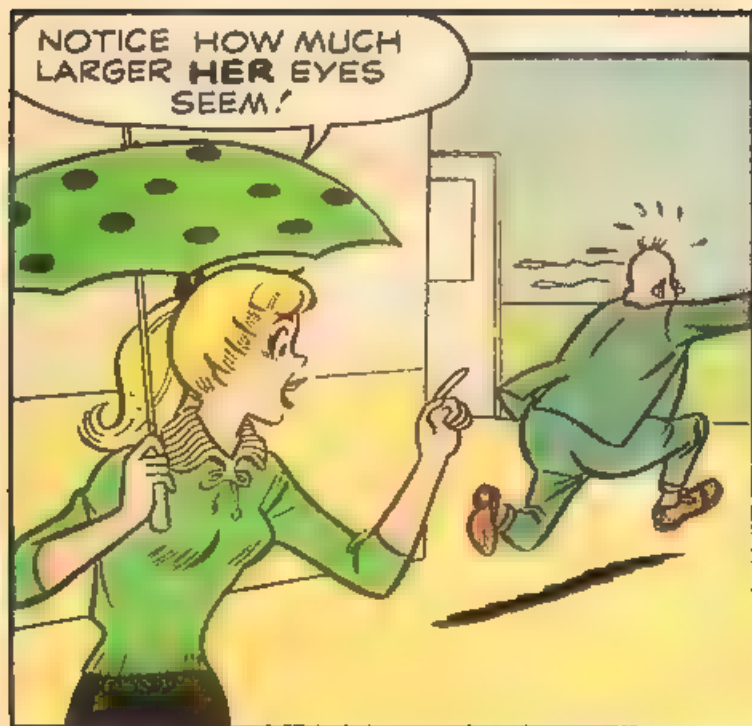


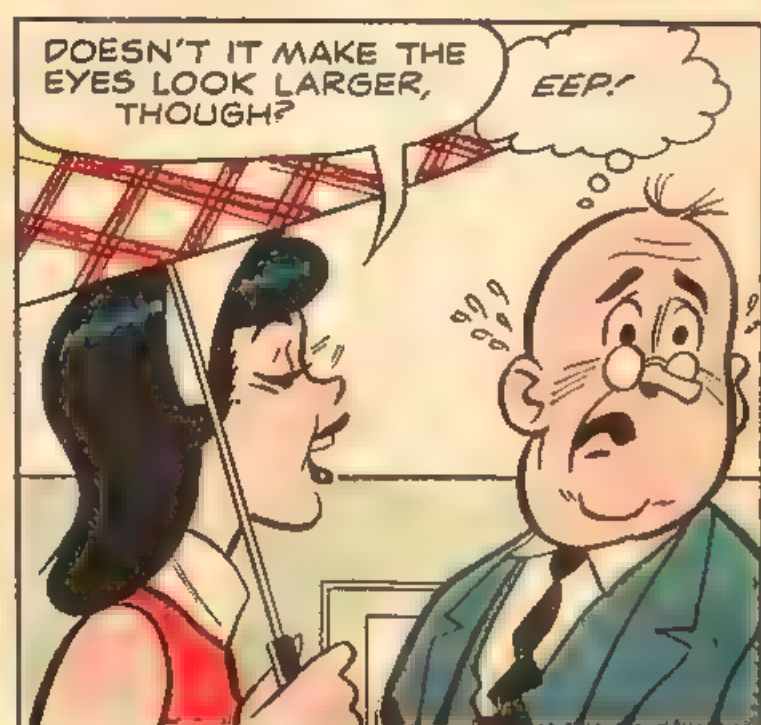
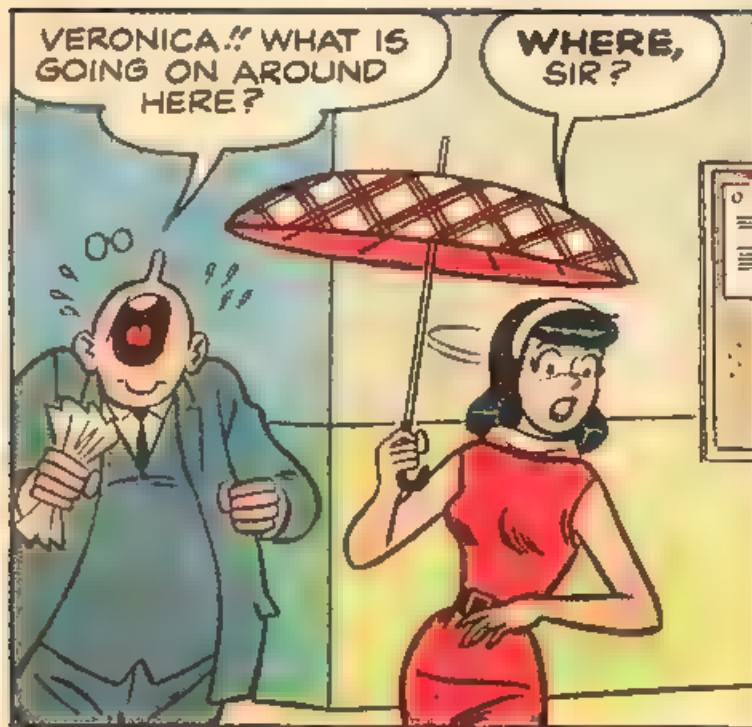
Betty and Veronica

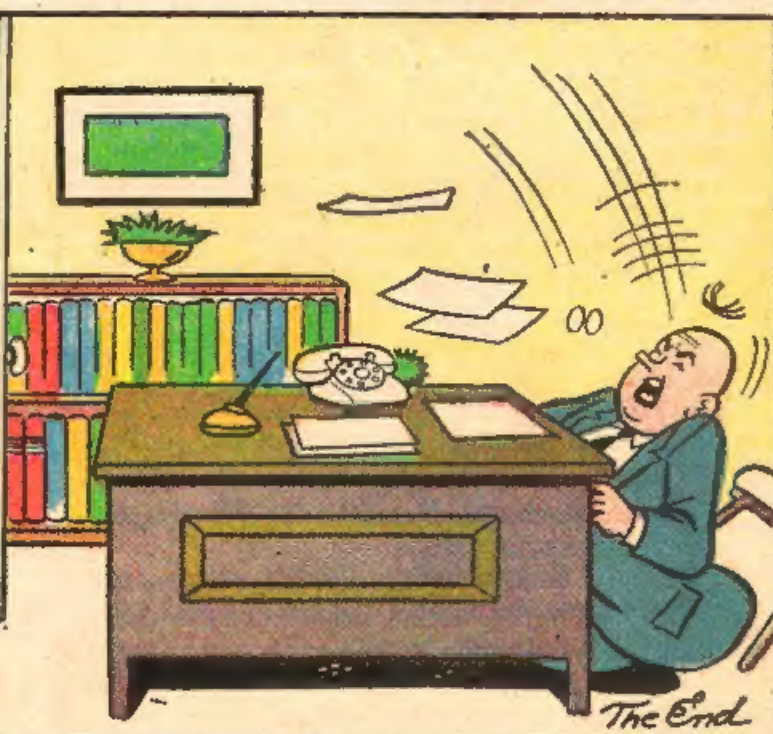
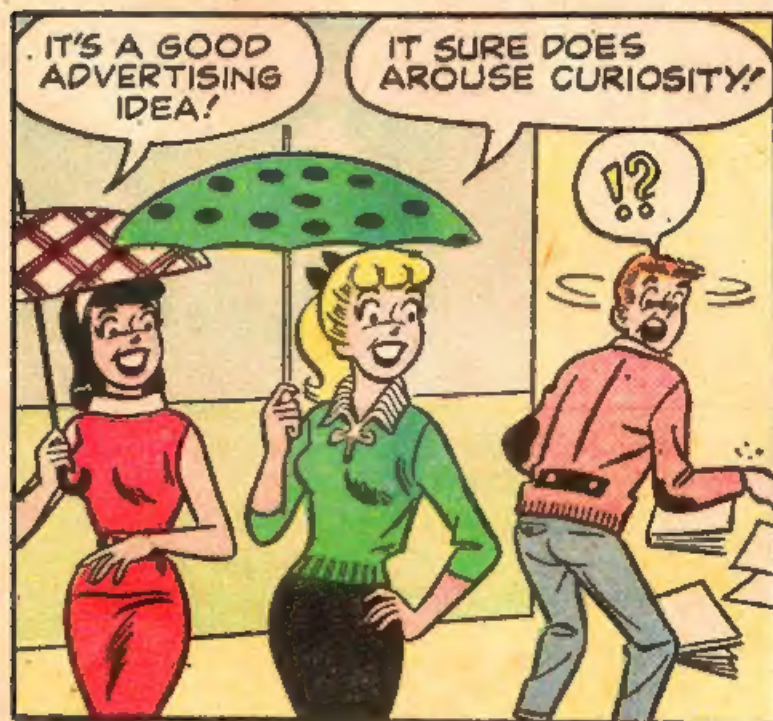
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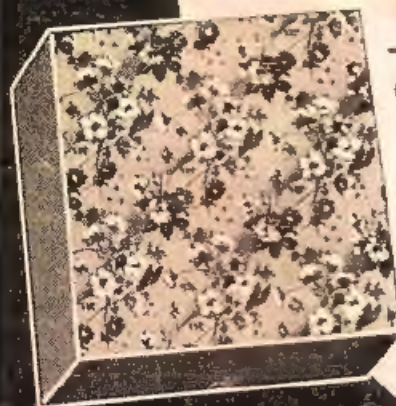
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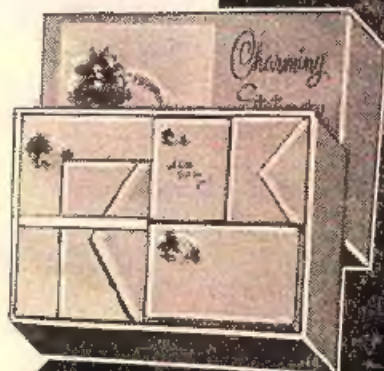
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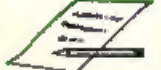
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